

# 1930-1939 VACAVILLE

## THE PAST CENTURY



A mural in the old Main Street post office showing orchard workers came from Depression-era programs intent on putting men and women back to work.

## Recovery from Depression at center of the 1930s

By Richard Rico / Editor & Publisher

**M**ugged by the Great Depression, frustrated over poverty and fed up with big government and by ranchers' broken promises, Vacaville waded into the '30s with an attitude.

Plans for poverty panaceas, with quaint names like The Townsend Old Age Pension Plan and the Thirty Dollars Every Thursday Plan, failed. By levying sales and gross income taxes, the plans would have doled money to the aged and needy — the first designed to pay \$200 a month to all citizens over age 60 if they retired from work and spent the money in 30 days, and the second vowing to get the country back on its feet by distributing \$30 every Thursday to every person over age 50. After



one supporter vowed that the latter plan would become as familiar to voters as ham and eggs, it was thereafter referred to as the Ham and Eggs Plan.

Voters and the poverty-stricken got neither; despite strong local efforts, the plans went nowhere.

The stage was set and elements were in place to make the farm labor side of the city ripe for union organizing. It came in the form of the Communist Party. Its goal was to organize labor statewide, and Vacaville was the testing ground.

Communists formed the Agricultural Workers Industrial Union. In time, it attracted more than 300 workers, mostly Spanish pruners. Whipped up by inflammatory speeches and by claims that

(See Recovery, Page 6)



Despite financial concerns, auto parks such as one near Lagoon Valley (left) sprung up to accommodate the increased tourism of the auto age, and businesses such as the Vaca Valley Creamery (below) opened.



Vacaville Heritage Council



The Rev. Chauncey J. Hawkins (inset), a Vacaville native and prominent clergyman of the time, was killed in a 1930 auto accident. The '30s also were a time of union organizations and protest marches (above) by Spanish pruners. And Basic Vegetable made the onion (left) synonymous with Vacaville.



### The '30s in Vacaville

**D**ecade four of the 20th century. Still reeling from the Great Depression, ranch laborers took their strife to the streets. At the same time, ironically, new electrical conveniences were making life easier in the home.

A decade rife with the paradoxes of frustration and revelation are recounted in this, The Reporter's

latest chapter in a 10-month story, "Vacaville: The Past Century."

The decade-per-month project started with 1900 and will be concluded in late December as the century comes to a close. When combined, the 10 sections will create a one-of-a-kind retrospective on Vacaville's place in the 20th century. And vice versa.

#### Souring fruit

Competition and Mother Nature inflict blow on fruit industry. / **Pages 3 & 11**

#### Laboring unions

Striking prune workers fill Vacaville streets. / **Page 4**

#### We've got mail

The new Main Street post office opens amid high praise. / **Page 13**



#### Modern convenience

Vacaville gets natural gas service and conveniences of the day. / **Page 17**



# LITHIA TOYOTA OF VACAVILLE

## 1939

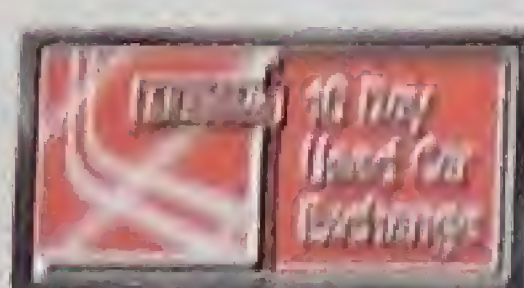
### The first air conditioner is introduced in a car.



The **1999 Toyota Avalon** XLS features CFC- free automatic climate control which senses the temperature in the cabin and adjusts accordingly.

*Working with these other great features the Avalon is one of the most comfortable rides out there.*

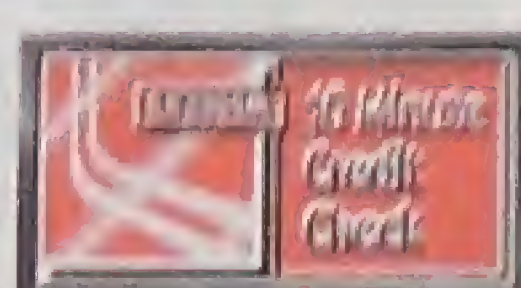
- Fabric multi-adjustable power bucket seats
- Outside temperature gauge
- Power tilt/slide glass moonroof with retained power sunshade and maplight
- Wood-grain-style interior trim
- Heated seats



**30 Day Return Policy**  
Not 100% satisfied with your purchase? Return your used vehicle for any reason in the same condition within 10 days or 100 miles and exchange it for another Lithia vehicle of equal value.



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See dealer for details.



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Thinking about selling your car but don't know its value? In 30 minutes or less, we'll appraise your car for its current market value. Then if you like, we'll buy it from you, on the spot.



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Walk into a Lithia showroom, select your vehicle and we'll make every effort to complete the paperwork in 30 minutes.



**Community Donation**  
For every retail vehicle sold, Lithia will make a donation to local charities or educational institutions to help make our community even better.

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**Products** — Our products are the end result of our efforts, and they should be the best in serving our customers. As our products are viewed, so are we viewed.

**Profits** — Profits are the ultimate measure of how efficiently we provide our customers with the best products for their needs. Profits are required to survive and grow.

### GUIDING PRINCIPLES

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1930-1939

THE PAST CENTURY



Subtle changes came to Main Street (above) as the '30s progressed and as Vacaville — and the entire nation — struggled to shake loose from the Great Depression.

Vacaville Museum

# Depression doles out downturn

## Vacaville survives fall of area's fruit industry

By Cynthia Roberts  
Special to The Reporter

Vacaville's fruit orchards were vulnerable to a new disease spreading across the nation in the 1930s — too many products to sell in an economy wrung out by speculation and credit buying.

Overexpansion in agriculture coupled with low profits made it one of the most vulnerable sectors as the Depression took hold after the Oct. 29, 1929, stock market disaster.

The town had seen its fresh fruit business decline in the past decade from its glory years at the turn of the century. But agriculture continued to be the bedrock of Vacaville's economy, and the community still considered itself viable and growing.

Ranchers had seen bad weather, poor distribution and low prices. But they couldn't imagine what lay ahead in the 1930s. It was especially difficult to see at the end of 1929.

That year, California's fruit and nut crops averaged \$61.99 per ton — a big jump over the 1928 price of \$39.61 per ton. But by August 1930, ranchers knew the outlook was not good. Per tonnage prices of fruits and nuts had tumbled to an average \$32.73 statewide. The tumble continued

through the decade, dropping to a low of \$23.03 per ton in 1932 and staying in the low \$30s until the end of the decade.

The Depression malaise had arrived. "We are leaning heavily on hope as we enter 1931," wrote The Reporter in its New Year editorial, concluding with "the strong hope many blessings denied us in the past 12 months will come in the 12 months to come."

The need for a positive attitude was a regular theme in the newspaper's editorials during the Depression. The newspaper was not prone to declare doom and gloom to a town of 1,500 people who all knew each other and talked about what was going on every day.

Advertising for new cars, women's clothing and furniture started to disappear in 1931, with only modest promotions during the Christmas season. Smaller grocery stores stressed frugality and "cash and carry" prices.

The uncertainty that overcame the community as well as the nation was unprecendented because no one understood the extent of the malaise. Business and industry had been America's champions. So it was the private sector President Herbert Hoover looked to for answers and solutions.

By 1932, however, millions of Americans doubt-

IT IS NOT THE DEPRESSION THAT MAKES VACAVILLE QUIET

It is because the cars run quieter since we started growing and—well, read the story.

These big, long-necked animals you see on the sign boards along the highway with tails longer than anything we have in California, are pictures of Pennsylvania wild life. Most of them are dead now and when they died their fat ran into covers and that is what makes Pennsylvania the best state we have, if we want to believe scientists and politicians. This oil, which the animals must have had a lot of, makes a fine lubricant when caught in cars and drums, and we use it all the time because it is very efficient and tends to take away sparks and rattles in automobiles as nothing else does. When properly applied and this is the only way we know how to use grease and we were glad the other day to learn there is a supply of this lubricant for them who come after us, if they want their cars running good.

We don't do any advertising, but just for a shout on September 22nd, ALL DAY, FREE, we will grease all cars brought in by eighty-year-old drivers accompanied by their Grandpa.

GOODYEAR TIRES  
**Beelard & Burton**

An ad from the Sept. 22, 1933, Reporter (above) suggests it is grease, not the Depression that makes Vacaville quiet.



Reporter file photo

A federal program designed to put men and women to work resulted in a mural being painted in the city's post office on Main Street, that has since been converted into a restaurant, Casa Trevino.

ed business and industry could deliver. A period of great social and economic change had hit America and bold, new action was needed.

Republican Vacaville went Democratic for Franklin Roosevelt in 1932 and sent one of its best to Congress — Frank Buck Jr., successful fruit rancher and businessman.

In announcing his candidacy for the 3rd District in October 1930, Buck was direct about his mission. "The prosperity of the cities of the district is based upon the prosperity of the agricultural county behind them," said Buck.

He pledged "to carry on the fight for fruit growers and farmers" and criticized the Hoover administration's "willful policy of unemployment at Mare Island Navy Yard."

As the Depression closed in on Vacaville, the

community tightened its collective belt. The city, school district, cemetery district and county government cut back on taxes and salaries or eliminated positions. The April 5, 1935, story of the Vacaville City Council meeting led with the phrase, "Little of importance is done." The city's treasurer reported a total of \$4,146.43 in the treasury "but only \$10.52 of this is available for payment of current bills."

The Roosevelt administration's federal programs, designed to shake off the Depression, found their way to Solano County. The Vacaville office of the National Re-employment Service opened in 1933 at the Vacaville Fruit Co. By October of the same year, 600 men had registered for work but had yet to be called. In January 1936, (See Depression, Page 8)

# Life persists amid economic turmoil

## Great Depression changes way of thinking

By Sean Gillespie/Staff Writer

If the 1920s were a decade of revelry and drunken excesses, the 1930s was the hangover. Gone were the days of flappers with their relatively scanty attire. Economic prosperity and the accompanying spending spree had evaporated.

Instead, there was pragmatism.

Advertising reflected the thrifty attitudes of the day by harping on the economical and cost-saving aspects of merchandise.

Pacific Gas & Electric Co. advertised to weekly readers of The Reporter that its new appliances — electric ranges, space heaters, light bulbs as well as other items — were cost-effective and efficient, allowing homemakers to perform their duties despite the depressed economic environment.

The "food leaks" of spoiled dairy products, vegetables, fruits and meats that amounted to 10 percent of the food bill

could be stopped with refrigeration, the ads claimed.

"The electric refrigerator preserves food perfectly for a week or more at a time," according to PG&E in October 1931. "It eliminates waste."

As in the past, women's rights were an ever-present part of everyday life. But with the Depression came joblessness and working women were targeted as way to open up jobs.

The Reporter decided not to take a stand on a controversial philosophy that would have dismissed married women from their jobs to make way for unemployed men and widows who were thought to be more in need of income.

"Newspapers, as a rule, are for once showing rare judgment in refusing to express an opinion either way," the editorial read. "They recognize that the question is one that is 'loaded at both ends'."

An editorial from October 1931 indicated large appetites abounded in the United States that year. (See Life persists, Page 8)

This Pacific Gas & Electric Co. ad in the Oct. 23, 1931, Reporter promoted thrift — and electric refrigeration.



**Surprised her mother-in-law by saving money on food**

Electric refrigeration keeps food perfectly

THE young wife finds that she can actually save money on food by proper refrigeration. Her mother-in-law never thought of this.

Keep track of the "food leaks" for one month. You'll be surprised at the amount of dairy products, vegetables, fruits and meats that are wasted because of spoilage. It adds up to a real food bill, according to a recent



# Vacaville: A Glance BACK

## 1930

■ Pioneer fruit grower and shipper, and one-time city mayor, Frank B. McKevitt Sr. dies.

■ Natural gas comes to Vacaville homes. New gas plant opens.

## 1931

■ Fire destroys fruit-packing shed owned by the Frank H. Buck Co.

## 1932

■ Frank B. McKevitt Jr. sells his fruit-shipping business to The American Fruit Growers.

■ The Vacaville "riots" break out with a strike by 300 resident Spanish prune workers against three prominent prune growers.



■ Vacaville General Hospital opens on the corner of Elizabeth and Catherine streets.

## 1933

■ Pioneer businessman S.P. Dobbins dies. Born in Vacaville in 1862.

Dobbins served several terms on the City Council and once as mayor, and owned a local grocery store.

■ Pacific Fruit Exchange acquires the Buck Co. fruit business when owner Frank H. Buck Jr. begins his career as a U.S. congressman.

■ Basic Vegetable Products Co. begins dehydrating onions in Vacaville using the Uhl dehydrating plant.

## 1934

■ Rep. Frank H. Buck Jr. is re-elected.

## Drunk booze-runner busted in Vacaville

Mrs. Harold Cabot, 25, of San Francisco, who was arrested by State Traffic Officer Thunberg and charged with driving while intoxicated, was brought before Judge Dobbins Thursday morning for arraignment. After consultation with the district attorney's office, the charge was reduced to reckless driving, to which she pleaded guilty and paid a fine of \$150.

Shortly after noon Tuesday Thunberg noticed a machine being driven through Vacaville in an erratic manner. He overtook it near the Cement pumping plant just south of town and arrested the occupant, a young woman who gave her name as Mrs. Harold Cabot of San Francisco.

She had the appearance of a college co-ed out for an afternoon's spin. A tennis racket reposed across the back of the seat, plainly visible through the rear window. A pet dog occupied the seat beside the driver.

Upon closer examination, however, it was revealed that the entire back of the coupe, adjoining the seat, had been removed. A cloth covering with buttons had been placed from the edge of the seat to the back of the car. The tins containing alcohol could be seen beneath this covering. Special heavy springs had been installed at the rear of the car, replacing the standard equipment of the machine.

The automobile held about twenty-five, five-gallon tins, all of which appeared to be filled.

Taken to the county jail and booked on a charge of driving while drunk, Mrs. Cabot attempted to attack Mrs. Charles Perry, the matron, as she was being searched. A lively scuffle ensued until the matron succeeded in subduing the girl. Mrs. Perry suffered a cut on her lip during the melee.

During the investigation it was revealed that Mrs. Cabot had been arrested early the same morning in El Cerrito by Police Officer Gilbert and given a ticket for driving forty-five miles an hour in a twenty-five mile zone. This arrest occurred at 7 a.m., according to the ticket of the arrest found in the girl's effects.

The car and the alcohol have been turned over to Prohibition Officers Wham and Wilson at Sacramento, and a further charge of transporting liquor will probably be placed against Mrs. Cabot by the federal authorities.

The Reporter  
Feb. 24, 1933

## Traffic officers combat rash of drunken driving

The officers are making a drive against drunken driving, which seems to have become prevalent the past few months. Traffic Officer Peters has arrested seven of the law violators the past month and most of them received heavy fines or have been sent to jail. Four of this number are residents of Vacaville, all of whom have in addition had their driving licenses suspended.

Offenders should realize that driving while under the influence of liquor is a serious offense and that the law officers are becoming aroused and are imposing heavy fines. Judge Nay is giving them fines of \$100 for first offense and says he will send them to jail if they ever appear before him again on this charge.

A drunken man driving an automobile can cause more damage and loss of life than he could with a loaded rifle shooting up and down the street. Vacaville is a good place for drunken drivers to stay away from.

The Reporter  
Dec. 4, 1936

## Drunk in woman's car turns out to be husband

On Monday evening of this week, a woman appeared at the Vaca Creamery and inquired if a police officer was about, and stated that a drunk man had lodged himself in her car which was parked across the street and wouldn't get out. Elmer Burton and Mike Augustine, who happened to be in the creamery at the time, came to the assistance of the woman, and went over to the car and tried to persuade the man to get out of the car, but the man argued that the car was his and he had a right to stay there. The two men then proceeded to drag the man out of the car, and when they had him about out, the woman remarked: "Wait just a minute, this man looks like my husband." And sure enough the man was the woman's husband, and it took all of that investigating for her to find out.

The Reporter  
Sept. 3, 1937

Strikes broke out in Vacaville during December 1932 when about 300 Spanish prune workers (above) protested against three prominent Vacaville growers over wages. Many local businesses and groups supported the farmers in the dispute.

# Labor movement arrives

## Union spurs workers to unite, strike

By Julie Davidow/Staff Writer

At midnight on a December morning in 1932, six prisoners at the county jail in Fairfield were roused from their sleep by a band of Vacaville residents determined to teach them a lesson.

These were no ordinary prisoners. Members of the Agricultural Workers Industrial Union, they had led fellow strikers in a rash of protests against declining wages at Vacaville orchards.

Their captors drove the "outsiders" to a deserted slough on the Sacramento River near Maine Prairie, where they conducted a ritual designed to humiliate and brand them as troublemakers.

Forced to strip naked and shout "down with communism," the prisoners were beaten with leather straps and smeared with red paint on their heads, chests and genitals. Upon release, they were warned never to return to Vacaville.

Town leaders publicly deplored the incident. Congressman and orchard owner Frank Buck issued a statement condemning the attack. But despite the outrage expressed at the vigilantes' actions, they were never identified or apprehended.

The deprivation wrought by the economic depression of the 1930s created a unique opportunity for advocates of reform to agitate for change.

In Vacaville, Spanish immigrant pruners and hunger marchers took to the streets on Dec. 4, 1932, in a vocal protest against the inequalities laid bare by the times. The protest came to be known as the "Vacaville riots."

"A crowd of about 300 strikers and their families, waving banners and shouting strike slogans" read the account of the event in "Vacaville: The Heritage of a California Community," "marched down Main Street toward the library. There they listened to speeches from both local leaders and (Agricultural Workers Industrial Union) delegates from Sacramento who had driven in for the occasion.



A political cartoon in the April 1, 1931, Reporter urges those who incite riots and protests, which occurred throughout the United States, to be expelled from the country.

"As soon as the speeches ended," the account continued, "the city officers and deputized orchard owners moved in. They arrested 15 of the leaders, including one woman, and marched them off to the city jail. Most went willingly, although one deputy had to call for help from the sidelines before his reluctant captive was subdued."

Visibly shaken by the uproar from below, local leaders struggled to explain away these rumblings as symptoms of a "Red" conspiracy that had little connection to the town's real issues.

"The wage question, which is the ostensible reason for the trouble, is really a minor issue, and undoubtedly could have been quietly settled if outside agitators and communistic leaders had not injected themselves into the dispute," declared a Reporter editorial in December 1932.

Speaking as a "disinterested party and an old resident of Vacaville," the Rev. A.H. Fruhling led an anti-strike meeting that closed all downtown businesses between 2 and 3 p.m.

"These outside leaders were telling (strikers) that they were being ground down and robbed," paraphrased a

Reporter article. "On the contrary, they had been given work and the growers were paying the best wages possible."

The voices of the protesters themselves are at best muted — at worst, obscured — by newspaper accounts of their actions.

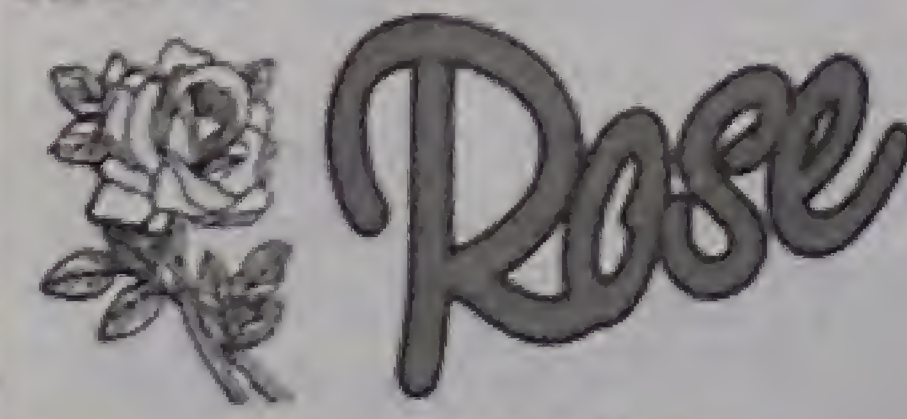
"The most serious clash between the officers of the law and the striking orchard workers in the Vacaville district occurred last Friday morning when members of the Agricultural Workers' Industrial League attempted to forcibly prevent men employed on the Souza ranch from going to work," said a Reporter article in December 1932.

Residents of the shanty towns on the city's outskirts were considered a public nuisance for their role in organizing hunger marches. Efforts to clean up and close the river camps in Silverville township were lauded in the pages of The Reporter.

"Closing up the camp would in all probability prevent a recurrence of similar disturbances in the future," said a September 1932 article.

While town leaders and residents appeared prepared to offer the poor charity, attempts to challenge the system were considered outside the bounds of acceptable behavior.

Find All Your Flower Needs At



Florist & Gift Shop  
Family owned since 1955

Rose and John Lopez had two children, David and Janet. When they were in their teens they helped their parents at the floral shop after school, on weekends and holidays learning everything possible about the floral business, which included watering plants, sweeping floors and cleaning flowers.

218 Main Street • 448-4222



Rose & John Lopez

## 1930s

The revolutionary **Park Avenue Wave Pads** made salon permanent waving affordable for the expanding number of women who sought salon service. With the slogan, "Don't launder her hair, shampoo it!" Lanolin Creme Shampoo eliminated the time-consuming salon process of melting soap bars. Suave Hairdressing, a creme grooming aid, became so popular cosmetologists filled small bottles to sell to clients for home use. The salon retail business was born!



**G. Norman Hair**  
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449-3837



With Toto gone,  
will the others find  
their way to the  
Emerald City?

*Camille Beckman*

- Banners, Windsocks & Accessories
- Margaret Furlong Collectibles
- Mary Engelbreit Garden Decorations

**Yellow Brick Road**

313 Parker Street  
Vacaville • 448-8278



1935

■ The Civilian Conservation Corps sets up Camp Chester in Peaceful Glen.

■ Clayton Adsit, editor of The Reporter for 33 years, dies.

■ A "Townsend Club" is formed in Vacaville to provide old age pensions for citizens as a way to combat the effects of the Great Depression.

1936

■ Fire guts the Vacaville Hotel.



1937

■ Solano County Board of Supervisors passes a stringent anti-picketing law.

1938

■ George Sharpe, Vacaville's master builder and former mayor, dies.



■ New Vacaville Post Office opens March 12.

1939

■ Fire in Vacaville destroys the Masonic Temple and several businesses on May 19.

■ Vacaville Merchants Association formed to further better understanding between businessmen.

# Vacans lend a hand

## Locals give to those in need

By Sally Miller Wyatt  
Special to The Reporter

Vacaville residents were hit just as hard by the effects of the Great Depression as the rest of the country, but they were not left to fend for themselves.

Several area residents, already possessing years of experience working with private charities and in government service, tried even harder to help local families and businesses when the times got tough.

The local chapter of the Red Cross assisted local needy families in many ways. Under the direction of Leila McKeivitt, Frank B. McKeivitt Jr.'s wife, the local Red Cross gathered clothing, food and bedding for the destitute and tried to secure part-time jobs for those out of work. According to "Vacaville: The Heritage of a California Community," the Red Cross helped one family in seven by supplying the children with milk and a part-time job for the father.

The group didn't forget the needs of those out of the area, either. In March 1933, it put out a call for help when an earthquake hit Los Angeles and flooding struck Northern California.

The Junior Red Cross, made up of school students, also lent a hand. Christmas parties organized by the youngsters were an opportunity to distribute the food packages and toys they had gathered.

The Community Chest, a national organization formed in 1931, had a chapter in Vacaville. Led by William L. Bradley, the group concentrated its efforts on distributing food and clothing and scraping together fund-



Leila McKeivitt, shown in her office in this 1967 photo, was the tireless leader of the Red Cross in Vacaville for several decades, including the years of the Great Depression.

ing for community works projects, which ranged from landscaping the high school grounds to laying storm sewers and repairing sidewalks. For their labors, workers were paid \$2 a day.

Others worked to change laws to benefit the needy. Walter Schaefer, a local merchant, was the area's spokesman for the nationwide Townsend Old Age Pension Plan, which was supposed to be a solution for both poverty and unemployment.

In 1935, when Schaefer founded Vacaville's Townsend Club, he tried to drum up support for the plan by touring the congressional district and holding many informational meetings. The idea was to raise money from a 2 percent national tax and pay citizens ages 60 and over a monthly stipend of \$200 if they were retired and spent the entire sum in that month.

The Townsend Plan didn't gain much support from economists, business owners or government officials, especially from Frank H. Buck Jr., a Vacaville native, prominent businessman, and the area's local representative in Congress.

While Buck did not support the Townsend Plan, he did work very hard for Vacaville residents in many other ways. During his 10 years in Congress, he was a noted champion of area farmers. His efforts helped send federal aid to the congressional district through several programs, including Works Progress Administration projects.

In a May 1936 article in The Reporter, Buck himself highlighted his accomplishments in Washington.

Although he had been in office only four years, his efforts included focusing on securing funds for development of the Point of Stockton deep-water channel, the restoration of Mare Island and the development of the Sacramento "air depot." As a member of the Ways and Means Committee, he said he had worked on such projects as the Federal Alcohol Administration bill, which would reduce taxes on wine by 50 percent, an anti-smuggling act and the Railroad Retirement Pension.

Buck also supported Social Security and made sure Vacaville was on the list when the government expanded its post



Frank Buck Jr., for 10 years an area congressman, fought for local farm aid.

office facilities. He said he was "nicknamed the California burglar because of (his) ability to appear before committees of Congress and get appropriations to build up different public works in the 3rd District," the article read.

He also was credited with making sure that the Civilian Conservation Corps came to Vacaville to set up Camp Chester as part of its soil conservation efforts.

## Charity begins at home for local Red Cross

A sick mother on a bed of rags with a new baby at her side is worried. Her five small children play in a cold, bare room, whose only piece of furniture is a worn and rickety couch with springs sticking out like sharp bones through broken skin. The cupboard is bare. There are no chairs — not even boxes to sit on. The new baby has no clothes. Father has no work. What will the rest of the winter bring them?

A man, alone in the world, is suffering from heart trouble. He cannot work and his 60 years hang heavily upon him. Alone, no work, no food. Has the world forgotten him?

In another bare, cold hovel nine children

gather with their parents around a meager table. The story is the same. Again father returns home, he shakes his head — no job. The grocer says that he cannot much longer let them have the few necessities which have kept them alive these last few weeks. Where shall they turn?

These cases may sound like bits of fiction taken from some novel of the slums. The tragedy is that these very people live right here in this community of Vacaville, within a mile or two from your own door. It is for such as these that the Junior Red Cross asks you for a can of soup, a bar of soap, a few apples or orange, a package of dried fruit

from your ranch, a jar of fruit from your cupboard. Drop your gift in a Red Cross box placed in nearly every grocery store. Boxes will be collected next Tuesday, so you are urged to put in your donation today — not next week. If each person will donate just one little mite these families will not be hungry on Christmas. Can you enjoy your comforts when you haven't helped the unfortunate at least a little?

The Junior Red Cross is preparing our young people for the responsibilities of citizenship. Can they rely on their elders to help them?

The Reporter  
Dec. 15, 1933

## Red Cross Poster of 1933 Appeals for Help for Needy



## Campaign for Red Cross Members Will Begin in Vacaville Next Week

Every man and woman in Vacaville is invited to join the American Red Cross during the annual roll call for membership held

A recruiting poster for American Red Cross members appeared in The Reporter on Nov. 10, 1933.

## Card games help Junior Red Cross

More than one hundred enthusiastic card players assembled in three rooms of the American Legion hall last Friday night to support the Junior Red Cross, the total receipts for the evening being approximately \$37.

The Junior Red Cross appreciates the support of all those who attended, as well as the generosity of many who bought tickets although they knew that they could not be at the party.

The contract players occupied the Auxiliary club room. The prize for high score, a beautiful pair of pillow cases, went to Mrs. James McCrory, and the draw prize for that room went to Mrs. A.M. Stevenson, who won the two tickets to the student body play.

In the men's club room were the high school students playing such a variety of games that it was necessary to draw for both prizes. Joe Drachnik won the haircut, donated by Mr. Deakin, and Walter Buckingham Jr., was the fortunate winner of the four theater tickets donated by Mr. Clark of the Vacaville Theatre.

In the main hall sixty bridge and whist players vied for five

prizes, with the following results:

Women's high bridge score (finger wave and shampoo), Rogers Beauty Shop — Mrs. R. Hall.

High Whist Score (finger wave and shampoo), Cecilia Clark — Mrs. Wonderly.

Men's High Bridge Score (hair tonic), Ulatis Barber Shop — F. Heggie.

Women's High Whist Score (groceries), Livingston's Vacaville Market — Marshall Schaefer.

Draw Prize (fern), Nut Tree Flower Shop — Mrs. Ed R. Rogers.

The Junior Red Cross wishes to thank the donors of all these prizes, as well as the Vaca Valley Creamery for cream and coffee, Walt's Grocery for sugar, the American Legion for use of the hall and the Vacaville Reporter for its kindness in giving the affair such splendid publicity.

In return for all of these courtesies the Junior Red Cross pledges itself to use the proceeds from this party discreetly and where it will do the most good.

The Reporter  
Nov. 17, 1933

## Do You Remember???



- 1930 The electric range arrives.
- 1931 Corn chips appear.
- 1934 Girl Scout Troop 129 in Philadelphia bakes and sells cookies to raise funds for summer camp.
- 1936 Commercially baked Girl Scout cookies, a shortbread type shaped like a Scout badge, go on sale at 25 cents a box.
- 1937 Kraft rolls out its "instant" macaroni and cheese dinner, and Hormel introduces Spam.
- 1939 Nestle develops the chocolate morsel.

SINCE 1886  
**MERCHANT & MAIN**  
GRILL & BAR

349 MERCHANT ST. • DOWNTOWN VACAVILLE • 446-0368

## Travelling back through time: 1930-1939



Jose Lopez, Founder

Meet Jose F. Lopez, Vacaville's original "Joe the Barber." Originally working in the rear of Mrs. Ramos' Boarding House on Merchant St., Jose and his brother Juan, moved their barber shop to a location on E. Main St., where KUIK Radio Station now stands. They called their shop "The Alhambra" in tribute to their Spanish heritage. Juan tried his hand at other ventures, eventually leaving Vacaville and settling his family in Brentwood, Ca. where they live today. In 1939, Jose moved his barber shop to its present location at 444 Main St. where he shared half the building with a dry cleaners drop-off. He called his shop, "Joe's Barber Shop," and was forever known as Joe the Barber.



**Barber Joe's**

Vacaville's Oldest Family Hair Salon  
Full service for men, women & children

444 Main St. • Downtown Vacaville • 707-448-6708



1930-1939

THE PAST CENTURY

## Recovery ...

(Continued from Cover)  
Congressman Frank Buck reneged on a campaign promise to raise the prevailing \$1.25 per day wage to \$2.50 (a promise he denied ever making), the union went on strike.

In November of 1932, pruners failed to show up for work on the Edwin Uhl and Clement Hartley places and threw up a picket line at the Buck orchards. When Vacaville Constable Joe Stadfeldt escorted a truckload of non-union workers to the Buck-controlled Sousa ranch, push came to shove. Bricks flew, a man was stabbed in the arm and another was cut in the head with a pair of pruning shears. Even the constable suffered a blow to his head and nearly lost an ear.

The town was in turmoil. The business community backed the ranchers; laborers supported the union. Demonstrations on both sides of the aisle made their way to Main Street, where union members shouted defiance. Ranchers and their supporters, including the law, vowed not to give in. Some ranchers were deputized. When the union speeches were done, the deputies arrested 15 of the outside organizers and marched them off to the city jail. Later, local vigilantes took over.

With the help of a town jailer, the vigilantes entered the cells with a key, hauled out the prisoners and took them for a ride. On a foggy night near

Maine Prairie, the prisoners were stripped of their clothes, painted with red paint and warned never to return to Vacaville. They never did.

Welcome to the '30s, Vacaville style.

Although obsessed by labor strife in the first part of the decade, the city and its people didn't take long to put all that behind them. After all, times they were a-changing, and there was a whole new material world to consider. Iceboxes rapidly were being replaced by refrigerators, and in the late '30s the Electric Service Shop was inviting housewives to a "thrilling demonstration" of the new Bendix home laundry. No wringers. It washed automatically and spun the clothes dry. Amazing. The drudgery of stand-up ironing was relieved by newfangled, sit-down "mangel" ironing

machines. At Schaefer's Big Country Store, \$10 down and \$10 a month would buy one of those ironers which, despite their conveniences, never really caught on. Schaefer would take your old icebox in trade for a reefer down payment.

Natural gas started flowing through residential and commercial pipes and, in time, sooty oil-burning furnaces were passe. Vacaville Ice and Fuel Service, which for years specialized in selling block ice and furnace oil, had no place to go. Its name was changed to "Ice and Soda Works" and

### New Home Laundry To Be Demonstrated Here



Everyone is cordially invited to see the first demonstration in Vacaville of the New Bendix Home Laundry

**Tuesday, Dec. 14---2 until 5**

Come, and invite your friends

**Electric Service Shop**

catered to Vacans' insatiable thirst for soft drinks and beer. For years it was owned by the McCune family, whose son, Delmar, would operate the downtown McCune Garden Chapel for decades.

In '37, D.A. Mowers was selling the all-new Pontiac for \$899, and a Reporter ad for the new Ford, starting at \$529 at \$25 per month, said, "It's got today written all over it."

The Main Street Safeway was advertising Brown Derby Beer, four for 25 cents, and prime beef was 18 cents a pound. Solano County Grocery advertised 10 bars of bath soap for 23 cents, 10 pounds of sugar for 48 cents, while delivery inside the city limits was free.

Commerce ruled. A Reporter editorial late in the decade exhorted readers to "buy at

home" because if you can't find it here, it can't be had.

A growing city needs an adequate post office. After some false starts because of high bids, a new postal center was opened in 1938 at the corner of Main and Parker streets.

Two Swiss immigrants, Rudy Werner and Walter Brehme, brought their dairy skills from the old country and opened a milk processing plant on Main Street, eventually converting it to a full-product creamery, Vaca Valley Creamery, with a restaurant and fountain.

But one of Vacaville's most significant commercial ventures got its start in 1933 when brothers Jack and William Hume and their partner, J.B. Pardick, leased a prune dryer on the Uhl ranch on Dobbins

## LOANS



### for sound business expansion

Bank of America has always done its part to promote the commercial and business growth of California.

Today Bank of America has money to lend for sound business expansion. Bank of America invites applications for loans which will benefit the borrower and advance industry and employment throughout California.

**BANK of AMERICA**

NATIONAL TRUST & SAVINGS ASSOCIATION

A Member National Bank

DEPOSITORS CALL

SAVINGS

TRUST

SAFE DEPOSIT

Frank H. Buck Jr. (left), in an ad from Aug. 19, 1932, was accused of reneging on campaign promises. In time, banks were more apt to make loans, as shown an ad of June 14, 1935 (above), and consumers were more apt to consider new conveniences such as a "home laundry," show in a Dec. 10, 1937, ad.

## Blood prompts odd mystery

Traffic Officer Alley is badly in need of the assistance of a Sherlock Holmes to aid him in unraveling a deep and dark mystery.

Last Friday morning Alley was notified that there was a pool of blood on the railroad track where the highway crosses the Southern Pacific line by the Diamond Match Company's yard. He investigated and found on the rail a man's cap which had evidently been run over by the early morning train. A few feet from the track was another pool of blood in a shallow ditch, where the person who had been injured had evidently remained for some time.

There was no mark on the cap that would identify the owner, and the physicians whom Alley questioned were unable to furnish any information.

The affair still remains a mystery and awaits the genius of some super-detective for a solution.

The Reporter  
Feb. 26, 1932

## Seniors sneak some fun in

Monday morning! The first bell rang; the second bell rang. Everybody was quiet, orderly, and dignified. Students walked through the halls, tiptoed into their first period rooms, and went to sleep. What was the matter? Was the student body ill?

And then came the dawn. It was the traditional Senior Sneak Day!

With the customs of years behind them, lucky seniors were at liberty to go wherever they wished; groups went in every direction — Vallejo, Napa, San Francisco, Mt. Lassen, Sacramento, Clara Lake, Healdsburg and even Vaca Hi. A few students just couldn't stay away. They came back to school and spent the day riding an imaginative merry-go-round behind the old building.

The Reporter  
May 17, 1935

## Regent at Summerfield House

Some of the most respected names in Vacaville call Summerfield House home.

"I'll always remember Vacaville as a quaint town of 3000 people."

Lurline Stith

## SUMMERFIELD HOUSE

1111 Ulatis Drive • Vacaville • 707-447-7100

Visit our website at [www.regent.com](http://www.regent.com) • 800-368-8888

## Shock's ... Keeping It In The Family

Jim Shock's passion for the furniture business he created over 26 years ago came to a crossroads in 1997 when he decided to sell Shock's Furniture Interiors to his daughter, Stacey Powers. Stacey came with over 19 years of experience working alongside her Dad, so it was a wise business decision to sell the namesake family business to a trusted and experienced family member.

Jim's passion for the business turned into Stacey's passion as well. She has taken special care to preserve the "family" atmosphere Shock's customers have come to recognize and enjoy when they step into the showroom. Children are especially welcome by the staff at Shock's. They're encouraged to browse with their parents, but often choose the private playroom filled with toys, books and an overhead TV set aside just for them. In the meantime, Mom and Dad are enjoying a visual feast of fine furnishings exquisitely arranged and accessorized; all designed to enhance and complement every room in their home. The relaxed atmosphere with all of its warm, feminine touches puts everyone at ease and makes the purchase decision a fun and care-free experience.

Stacey Powers has a special mantra... "Invest in your community, and they will in turn, invest in you." For many years, Stacey and her staff have been involved in community activities and the educational process. She has dedicated herself to special projects involving local children and improving the quality of education. She supports the "Partners in Achieving Literacy" PAL program which provides newspapers to students throughout the area to improve reading skills. She also sponsors the annual Teacher's Appreciation Luncheon to recognize outstanding local teachers involved in special education. Serving the community has become a labor of love but comes with huge personal expectations. Stacey feels tremendous responsibility to protect the integrity of Shock's business reputation her father so carefully nurtured over the years. Whether in the business arena or in her personal life, she feels the importance of honesty, integrity and solid family values on every level.

"I invite you to drop by Shock's and experience the joy of shopping for your home. Let us show you our fine home furnishings tailored to your needs and unique lifestyle. We promise you'll enjoy them for years to come!"

Stacey Powers

The Thomas Kinkadee Home Furnishings & Art Collection

Imagine bedroom, dining, living & family room furniture all inspired by Thomas Kinkadee, available exclusively at Shock's "The Home Comfort Store" and LA-Z-BOY Gallery.

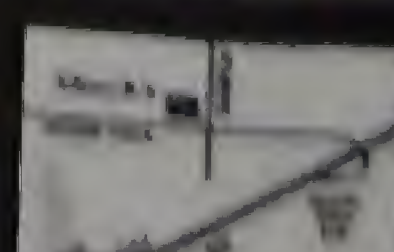
**Shock's**

"The Home Comfort Store" & LA-Z-Boy Gallery

395-A E. Monte Vista Ave.  
Vacaville

448-2942

HOURS:  
Mon., Tues., Wed.,  
Fri., Sat., 9-6  
Thurs., 9-8  
Sun., 12-5



NO CASH WHEN PAID IN FULL BY BUS  
DAY. 1000 MINIMUM PURCHASE



# PRE 4<sup>th</sup> of July Sale!

✓ NO down payment  
✓ NO interest for 12 full months!



42" 1-Leaf Dining Table  
Regular Price \$189  
**\$170**



48" Sunburst Table  
Regular Price \$249  
**\$224**



Upholstered Pine Nook Sets  
Regular Price \$689  
**\$481**



Bolero Dining Set  
Regular Price \$699  
**\$629**



Pine Dining Set  
Regular Price \$799  
**\$719**



TV / VCR Stand  
Regular Price \$79  
**\$71**



60" Room Divider  
Regular Price \$279  
**\$251**



Contemporary Entertainment Center  
Regular Price \$429  
**\$386**



Traditional Entertainment Center  
Regular Price \$839  
**\$755**



3 Piece Entertainment Center  
Regular Price \$1699  
**\$1529**

30 DAY  
Hassle FREE  
Exchange



Student Pedestal Desk  
Regular Price \$239  
**\$215**



60" Printer / Tower Desk  
Regular Price \$389  
**\$350**



72" Super Computer Station  
Regular Price \$519  
**\$467**



Corner Computer Station  
Regular Price \$1039  
**\$935**

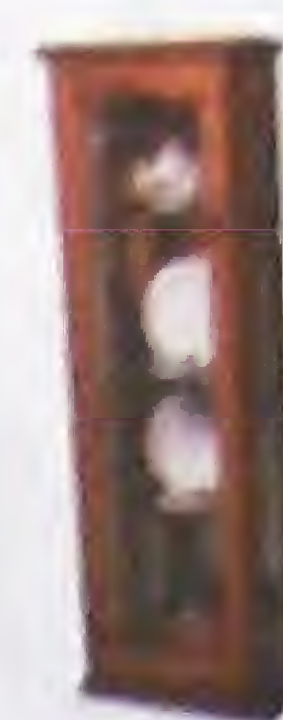
LOWEST PRICES  
GUARANTEED  
OR IT'S FREE



Oak Frame Pictures  
Starting At **\$5**



All Barstools  
**10% OFF**



Single Door Curio  
Regular Price \$259  
**\$233**



All Sofas And Love Seats In Stock  
**15% OFF**  
Limited To Stock On Hand



ENDS SUNDAY!



SEE THE LARGEST SELECTION OF QUALITY OAK FURNITURE IN SOLANO COUNTY.

Apply for your store credit card today!



\*With approved credit. Monthly payments required. See store for details.



828 Alamo Drive, Vacaville, CA • 707-448-8863



REPORTER  
1930-1939  
THE PAST CENTURY

## Depression ...

(Continued from Page 3)

Solano County's National Re-employment Service relief list "practically is exhausted," said The Reporter.

Mare Island Naval Shipyard had 870 men working on Works Progress Administration projects — with Buck's help as a member of the powerful House Ways and Means Committee. Another 45 were working on the state highway project through Vacaville, and 30 more were employed on the American Canyon route job that connected Vallejo to Cordelia, bypassing Napa. Both highway projects would more than double the number of jobs after winter.

The mural in the Vacaville Main Street post office building, now a Mexican restaurant, was painted by WPA artists and is a symbol of the dozens of public improvements funded by the WPA in Solano County that are still in use today.

Vacaville's National Recovery Act Committee headed by O.E. Alley had "businesses houses signed on 100 percent" in 1933. The Reporter noted that 82 merchants were flying the Blue Eagle sign. "Since the 1st of August, these Blue Eagles have put to work, either full or part time, twenty one people and have increased Vacaville's payroll over \$1,000."

Buck's efforts to steer work to Solano County, fight shipping rate hikes or win passage of legislation which would assist the wine industry all helped keep the local economy more alive than dead.

Vacaville's economy, as well as the state's, also had the good fortune of having a bank that had deep roots in agriculture. The Bank of Italy, which celebrated its 25th anniversary in 1929, had absorbed the Bank of Vacaville in 1922. By the start of the Depression, the soon to be renamed Bank of America had 292 offices in 166 California cities.

Bank of America was the only major commercial bank in California that did agricultural-crop lending. Its specialty departments worked closely with growers of all sizes. The bank's commitment to

agricultural lending helped shield Vacaville, as well as California, from some of the more severe economic destruction suffered by other agricultural areas of the country. The collapse of the fruit industry forced Vacaville to look for new ways to diversify its economy.

Although business was slow, there were rays of light in the gloom. In 1933, for example, Vacaville's oldest and most productive food company, Basic Vegetable Products, was established during the off-season of Ed Uhl's prune-drying operations. Two shifts worked day and night, employing 45 people.

The Happy New Year editorial message of The Reporter in 1934 indicated that perhaps the tide was turning. "Business sun is shining brighter than it was a year ago," noted the editorial. "We are speaking a little louder because we really believe it is going to be the happiest year this country has had in what seems like a mighty long time."

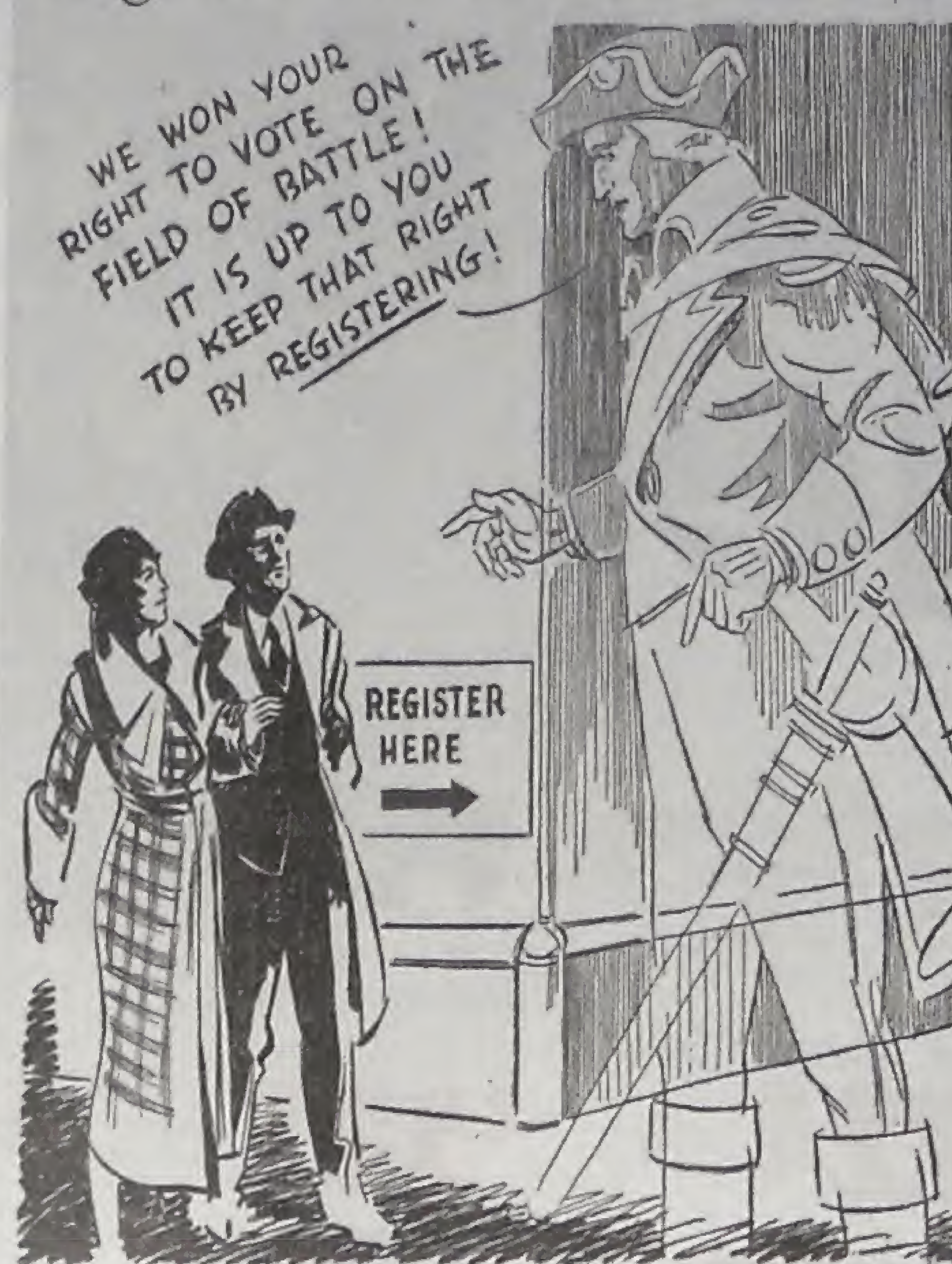
Times must have been improving in 1935 because local owners of the Solano County Grocery Co. decided to invest in a new, modern concrete building on the highway section that is now Merchant Street. It featured grocery, bakery and meat departments.

At the same time, Uhl was running large ads in The Reporter for his new car sales and gasoline agency at Main and Bernard streets. Bank of America was advertising its loans, and a two-day appliance show in April 1936 indicated people were able to buy again.

As the Depression came to a close, The Reporter editorial of Dec. 29, 1939, dubbed 1940 "The Mystery Baby," indicating uncertainty about what could happen after the terrible times of the last decade.

The editorial writer predicted a steady rise in the price of farm commodities "brought about by war profits in heavy industries and the employment of millions of men in the production of tools for war. Heavy buying of real estate is in store and land values are destined to go up."

## Register—Or You Can't Vote!



This ad urging eligible voters to register appeared in The Reporter on March 6, 1936, and showed that getting voters out to the polls always has been a challenge.

## Very low turnout for election

A municipal election was held in Vacaville Monday but evidently most of the voters forgot it, for only thirteen votes were cast, although there are 390 names on the register. There were three councilmen to elect and three candidates, and the result was as follows.

Williams Chamberlain — 13  
George C. Linn — 12  
George H. Sharpe — 13  
No names were written in.

The Reporter  
April 18, 1930

## Life persists ...

(Continued from Page 3)

Americans were eating 150 additional pounds of food each year since 1900. Cereals in the average diet were down, but sugars, fats, oils and dairy products were up.

"These interesting figures are vouched for by the foodstuffs division of the United States Department of Commerce," the editorial read.

Horseback riding was galloping back into the greater Vacaville recreation realm as the decade grew old. Promoted heavily by Vacaville Chamber of Commerce officials in June 1938, the Vaca Valley Riding Club on the outskirts of town became a reality later in the year.

According to The Reporter, the industry of breeding and training horses was being revived "due perhaps to the overcrowded highway and the waning interest in the automobile as a source of relaxation."

In 1939, the club met regularly at the PG&E facility. Horse rentals were 50 cents per hour with a minimum two-hour ride.

The Buckhorn Riders' Club had extensive plans to dedicate its new hitching rack, which was painted with green trim around the post to give the atmosphere of grass and with a white high top to give every indication of sanitation.

The Vacaville Theatre re-opened for "a new and greater" season in August 1932.

"Not only will the new season bring the outstanding pictures from the largest film studios, but the theater itself has been beautified and remodeled, bringing a distinctive coziness and warm atmosphere unmatched in northern California," The Reporter said.

The opening program was "The First Year," a motion picture starring Janet Gaynor and Charles Farrell. On the stage were the acts of RKO Vaudeville directly from engagements in San Francisco's leading theater.

Later in the 1930s, the theater became more and more prominent on the social landscape.

The \$2 million production "Mutiny on the Bounty," starring Charles Laughton and Clark Gable, received royal treatment in 1935 with its consumption of an entire page of The Reporter with reviews and advertisements. The movie's pre-release in Vacaville caused the theater to boost ticket prices to 40 cents.

— Staff writer Elizabeth Murtaugh contributed to this report.

## Keeping Our Community Beautiful



### VACAVILLE SANITARY SERVICE



People • Service • Environment

831 Davis Street

448-2945

**Ericsson 388**  
Incredibly small  
and stylish design.

**FREE**

**Or the Motorola Digital StarTac**  
World Famous "Flip" Design... **\$99.95\***

...When you sign up  
with Pacific Bell Wireless.\*

**ROAD SHOW**

The two musts  
for **EVERY** car  
this summer.

**PARROT CELLULAR**  
Pacific Bell Wireless Authorized Agent

**VACAVILLE- (707) 451-4480**  
2080-B Harbison Dr. In Vacaville Commons

**FAIRFIELD-** (707) 422-8255  
1000 Oliver St. In Fairfield Center  
**NOVATO-** (707) 898-8255  
1000 Broadway Way, Ste. 4-3  
**VALLEJO-** (707) 642-8255  
1244 North Drive, 2nd Floor, Pacific  
**NAPA-** (707) 268-0992  
1000 Camino 48-3, Napa Valley & Grange

**PACIFIC BELL Wireless**  
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**Motorola LS-350**  
- Silent Vibration  
musical alerts  
- Shows time  
and date  
**\$49.95\***  
Plus tax  
**INCLUDES 3 MONTHS OF PAGING SERVICE**

\*Limited time offer good from 6/1/99 through 7/31/99 or while supplies last. Equipment pricing and dealer participation may vary. Sales tax applies to the full retail price of phone. Safety kit offer requires new service activation with minimum one-year agreement on \$29.95 or above rate plans. \$20 activation fee. Offer subject to credit approval. A deposit may be required.



## Acupuncture — A natural, effective way to treat your pain and health problems



There are millions of people living their lives with pain and health problems that limit their activities. They try various drugs and pain killers to help them release the pain. But unfortunately, some times this is just temporary, and it is not a solution to resolve the cause of their pain or problems.

Acupuncture is a natural way to treat your pain and other health problems and is committed to improving and maintaining your health.

Many people try acupuncture and Chinese Medicine treatment, as their last choice to get well and are amazed at the result. Today, more and more western doctors and scientists agree that the treatments do work. There has been an increasing awareness of the usefulness of acupuncture and Chinese medicine in treating many medical conditions. For example: headaches, allergies, work or auto injury, pain, arthritis, bursitis, numbness, muscle spasm, paralysis, stroke residuals, depression, insomnia, weight control, drug and alcohol addiction, sexual dysfunction and GYN problems, etc. There are many other ailments which we can treat. Moreover, Dr. Lam's acupuncture clinic has helped thousands of people quit smoking with 80% - 90% success rate in just 1-4 treatments. This is based on 20 years clinical experience.

Acupuncture is safe! As the medical report on JAMA states: "In the hands of competent physicians, Acupuncture is a method free from discomfort or side effects..." The medical equipment is sterilized and disposable, to prevent infection.

Workman's Compensation Ins., Auto Insurance, Union Health Welfare Funds and many health insurance pay for acupuncture treatment. Dr. Lam's office will provide the necessary assistance for you to obtain the reimbursement.

If you suffer from the pain and unhappy health distress, please call Dr. Lam's acupuncture office for an appointment for a free examination and free consultation.

**Lam's Acupuncture & Herbal Clinic**  
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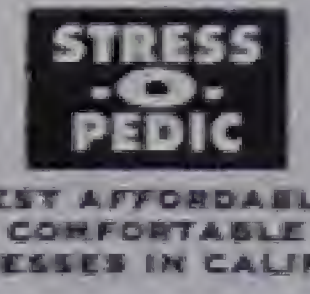
## If Rip Van Winkle Slept on a Simmons...



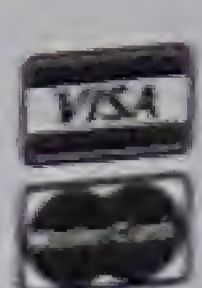
SIMMONS CO.  
EST. 1870

He would have slept  
**FOREVER!!**

**Lowest Prices Guaranteed!**  
WE SELL THE LARGEST MATTRESS COMPANIES  
IN THE WHOLE WORLD.



**THE MATTRESS OUTLET ~ SUPERSTORE**  
Sleep like an angel tonite!



**Vacaville • 707-446-9793**  
ORANGE TREE CENTER • 601 ORANGE DRIVE  
ACROSS FROM GALAXY 8 (NEXT TO SOFA GALLERY)

**OLD FASHIONED  
SERVICE  
AND  
PRICES**

## IT'S ALL IN THE FAMILY



Pictured above (right) is Ralph Stone Sr. repairing heavy equipment in the early 40's. He was one of five brothers who all earned their living in the automotive/tire business. Many of their descendants followed their footsteps including Ralph Stone Jr. and Cindy Stone (Ken's Performance Center), Ron Stone and Ken Stone (Stone's Country Tire) and Bob Stone (Stone's Country Tire (Truckee, Calif.))

**Ken's Performance Center**

...SINCE 1971



**110 ALLISON CT.  
VACAVILLE  
(BEHIND WENDY'S)  
448-7109**



HOURS: MONDAY-FRIDAY, 8:00 AM - 5:30 PM • SATURDAY, 8:00 AM - 5:00 PM  
FINANCING AVAILABLE O.A.C. WE NOW ACCEPT CHEVRON CREDIT CARDS.





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### About Our Clients

Our clients are people with a desire to save and invest. They are hardworking people from diverse backgrounds that want financial security for their families. Some of our clients are just beginning to invest while others have accumulated wealth as a result of a lifetime of saving and investing their money.

Most of our clients and prospective clients, however, are somewhere in the middle...the middle of everything! They are faced with potential college bills in just a few years or concerned about setting aside enough money for retirement. They feel as if they should do more when it comes to investing but many do not even know where to begin. They barely have enough time to share a meal with their families let alone become internet "stock traders."

Many of the people that seek us out are already somewhat familiar with investing and have learned their investment lessons the hard way. They have experienced the poor service and excessive commissions and loads offered by our Full Price competitors and are no longer interested in high commission, transaction oriented relationships. In addition, many have also experienced and are disappointed with the No-service Discount or Deep Discount brokerage firms. In short, the people that seek us out are looking for high-quality investment services at an affordable rate.

Our clients desire a long-term relationship with a primary financial advisor that is focused on assisting them with the prudent growth and protection of wealth. In addition, our clients require a consistent approach to investment management that they can trust and depend on.

Investors Resources Group, Inc. is a National Full Service Discount Brokerage Firm that has made a significant commitment to Solano County. Our firm has located its Corporate Headquarters and a Solano County Client Service Center in the heart of old downtown Vacaville.

Finally, we want to say thank you to the hardworking men and women of Solano County whose patronage has allowed us to expand our brand of client friendly service to the states of Arizona, Nevada, Illinois, Alaska, Washington, Georgia and Mississippi.



Sincerely,  
Tim N. Taub  
President &  
Client Portfolio Manager

For more information or to make an appointment  
please call our Solano County Client Service Center at

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1930-1939

THE PAST CENTURY

# FRUIT GROWERS STRUGGLE TO STAY STRONG

\$150,000,000.00 PRUNE INDUSTRY  
STUCK IN THE MIRE



Industry  
Co-operation

WILL PULL IT OUT

Your Support to the Motion Picture

SIGN UP NOW

"The Only Motion Picture"

An ad in *The Reporter* on Aug. 5, 1932, urges local prune farmers to join the co-operative for help getting out of the "bog of competitive prices."

## Competition, nature cut into fruit industry

By Sally Miller Wyatt/  
Special to *The Reporter*

For the fruit grower in Vacaville, the 1920s may have been tough, but the '30s were tragic. After nearly a half century of reigning supreme, Vacaville's fresh fruit market had collapsed by the end of the decade.

Local growers had been struggling for some time. Overproduction and rising competition from Central Valley growers were taking their toll, while massive erosion problems, as well as Mother Nature, all conspired against even the most savvy businessman.

News reports throughout the decade continued to discuss the economic and agricultural problems facing local growers. In a February 1930 *Reporter* story, prune growers again were being urged to band together to form a cooperative marketing effort.

The cry must have seemed familiar. A similar effort in the mid- to late '20s also had been launched, aimed at drawing together all independent growers and association members in an effort to control 90 percent of California's prune production and marketing. Vacaville growers signed on, but promoters failed to meet a promised quota.

Another effort was undertaken in early 1930. An August 1932 *Reporter* article indicated that this new prune sign-up also was short of its goals; by September of that year, *The Reporter* noted, "a grave situation faces the prune industry."

According to "Vacaville: The Heritage of a California Community," local shippers also were being squeezed. Larger, more efficient operations located in the Central Valley were grabbing larger amounts of

Another Gulliver Awakens — By Albert T. Reid



A political cartoon in *The Reporter* on Jan. 20, 1933, shows the farmer had more than competitive prices to deal with. There were middlemen, taxes, foreclosures and more.

market share. One such grower and shipper, Joseph DiGiorgio, started growing plums that beat Vacaville's offerings to market by a week, and "they were larger than Vacaville's finest. ... Vacaville's growers and shippers faced economic ruin."

Not long after, Frank McKevitt sold his shipping firm to American Fruit Growers in February 1932, ending nearly 50 years of business. Next to fold was the Pioneer Fruit Co. Then, The Buck Co. announced it had been acquired by the Pacific Fruit Exchange in January 1933. "The Buck Co.'s demise left only the Vacaville Fruit Growers Association and the Vacaville Fruit Co. among the locally controlled shippers," according to "Vacaville: The Heritage of a California Community."

At one time, the Vaca Valley area produced nearly every kind of deciduous fruit, including cherries,

peaches, grapes, apricots and pears. By the late 1920s, more than three-fourths of the orchards that remained had been converted to growing plums for eating and for dried fruit. At its height, more than 1,300 cars of fruit were shipped out of the area in 1925; Vacaville's output had slid to a fraction of that by 1939, according to "The Vacaville History."

After that year's growing season officially closed, an August 1939 *Reporter* article lamented the decline and fall of fruit crops in its annual accounting of shipping figures. "The rapid decline in industry here is blamed on economics and climactic conditions. ... 121 cars marks a sad climax to an industry which had thrived unchecked until at one time, nearly 15,000 acres were planted for fruit," the article reads.

## Basic Vegetable becomes part of Vacaville

### Brothers bring onions, garlic, jobs to city

By Barbara Smith  
Special to *The Reporter*

Vacaville residents welcomed brothers Jack and William Hume's new-fangled process to dehydrate onions and garlic, and the odor that came with it.

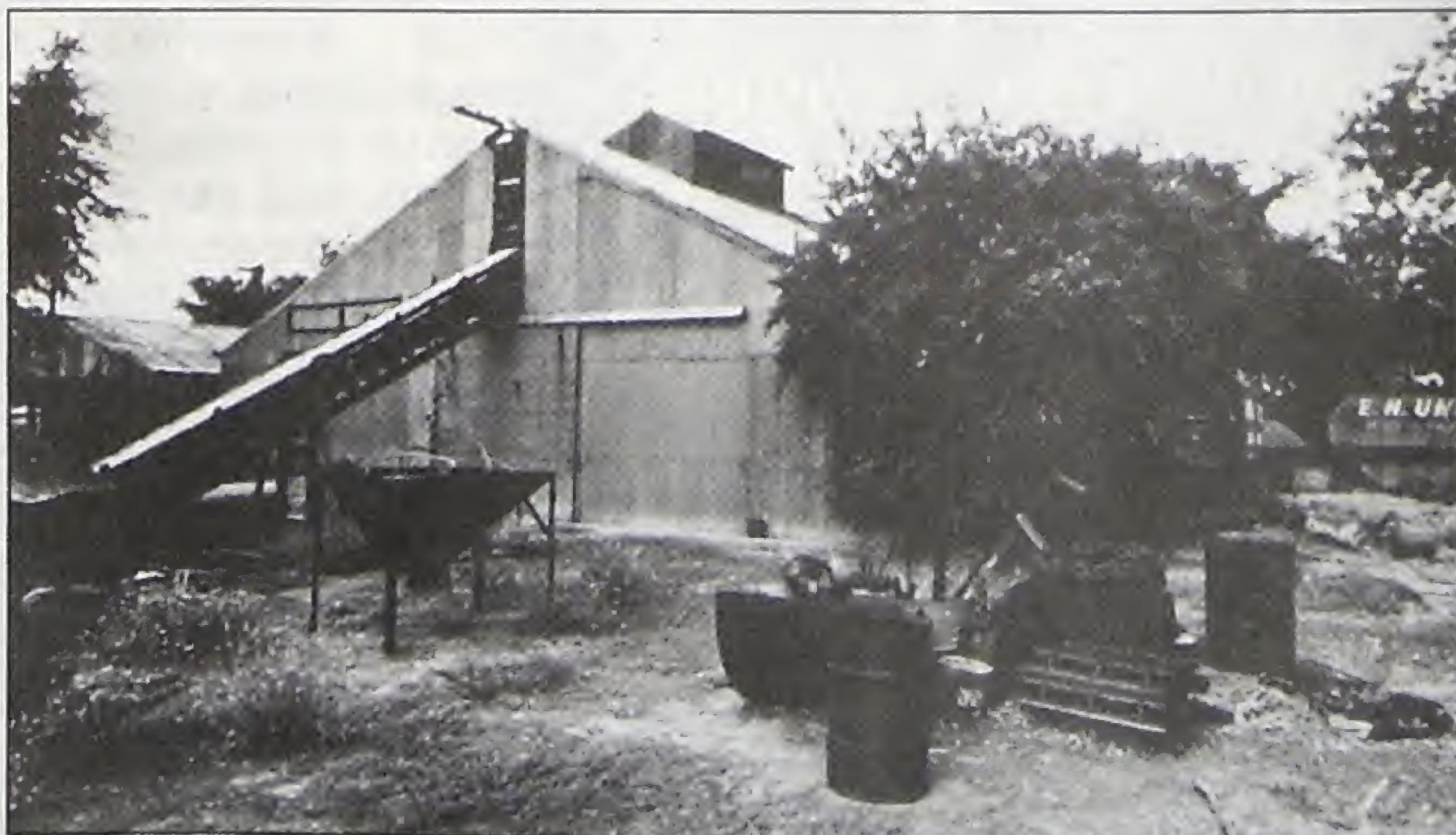
After all, it was the Depression and their company, Basic Vegetable Products, employed 45 people.

The Humes arrived in Vacaville in 1933 and together with their partner, J.B. Pardick, leased a 25-ton dehydrator and a tin shed for an office on Ed Uhl's ranch.

In 1934, a group of citizens, apparently unable to endure the odor of drying onions and garlic, petitioned the Chamber of Commerce to shut down Basic operations. However, the Chamber of Commerce supported the continuance of the business.

By 1935, Basic had 100 people on the payroll. At the close of production season, it became a tradition for employees to hold a party. In 1938, *The Reporter* describes a "regular blowout event this year held Wednesday night at Cripps Hall, Elmira." The employees and their families enjoyed an evening of dinner, cards and dancing.

In July 1939, a portion of the



Jack and William Hume used a 25-ton prune dehydrator (left) on the Uhl ranch when they first came to Vacaville in 1933. This shed (below) served as the company's offices back in 1935.

Ronald H. Limbaugh Collection

main operation was transferred from the Uhl ranch to the shipping shed of the Vacaville Fruit Growers Association near the intersection of Davis and Stevenson streets. The new location gave Basic railroad access and warehouse space to accommodate products that were now being shipped around the country and to foreign countries. During that year, payroll was reported at "40 or 50 thousand dollars."

Within two months of moving to new quarters and installing new equipment, a small fire originating in the new deodorizing equipment broke out. The fire was controlled, but the

equipment was damaged and would take a few days to replace. J.H. Hume stated he "expresses a hope that the people of the city will bear with the company until such time as the burned equipment can be restored."

Jack Hume would eventually develop a peach pit preparation that cut the smell of the processing by 90 percent.

During the next five decades, Basic Vegetable Products would build a plant on Davis Street, become one of the largest onion dehydrators in the country, and employ four generations of Vacaville residents before closing in 1986.



Vacaville Heritage Council

## Fire razes Buck site, contents

A disastrous fire, which is strongly suspected to be incendiary in origin, destroyed the packing house of the Frank H. Buck Company, in the eastern section of the city, early Tuesday morning. Both building and contents are a total loss.

The fire was discovered by Lucretia Antonicelli, granddaughter of Mrs. M. McLaughlin, whose home is across the railroad from the packing house. She awakened her grandmother and phoned in the alarm. It was then about 3:15. A few minutes later the driver of a southbound transcontinental bus discovered the fire as he entered Vacaville, and also turned in an alarm.

The fire department responded promptly, but as the interior of the building was a mass of flames when the fire was discovered, the efforts of the firemen were confined to keeping the fire from spreading, and in this they were successful. Three box cars belonging to the Southern Pacific company, which were on a siding alongside the packing house, were charred on one side by the flames, and the contents of one of them was damaged.

The packing house was a corrugated iron structure, 135x150 feet in size, and was built for the use of the Buck company by the Southern Pacific Railroad Company in 1928, being used for the first time to handle the fruit that season. It was of the most modern type and considered one of the best in the state. The Buck company had equipped the plant with every convenience, including four graders and conveyors, all the necessary motors, and every facility to expedite the handling of fruit.

The loss on the building is estimated at \$30,000, while the Buck company places its loss on equipment and the large stock of box shock and supplies which had recently been received, at between \$25,000 and \$30,000. The losses are covered by insurance.

*The Reporter*  
May 16, 1931

## Vacaville takes win in baseball

Upwards of five hundred spectators turned out to witness the first home baseball game of the 1938 season on Sunday afternoon, and they saw a loosely played game in which the Vacaville ball club handed their Dixon opponents a 6 to 4 defeat. Although nearly five hundred spectators attended the game, the ball club management was rather disappointed at the gate receipts, as only about a third of this number paid to witness the contest.

The crowd which gathered not only saw a good ball game, but were treated to music by the Vacaville grammar school drum and bugle corps, who put on about ten minutes of playing and marching for the crowd.

The usual opening ceremonies were administered, with City Judge Sinclair Dobbins doing the pitching, Councilman C.J. Uhl attempting to hit the ball, Mayor E.J. Cox doing the catching, and Chief of Police O.E. Alley acting as umpire.

The game was a comedy of errors, with Dixon being charged with five and Vacaville seven, but with all these errors, the score going into the 7th inning stood 3 to 3.

In the first of the seventh, the visiting team took the lead by scoring a run on a single and an error, but in their half of this inning, the Vacaville club took a commanding lead by scoring three runs on three hits. Neither club scored in the remaining innings.

*The Reporter*  
May 6, 1938



# Meeting the Challenges of Yesterday, Today & Tomorrow



Walter P. Chrysler  
b. 1875 - d. 1940

1930 - 1939

While the nation was in the full grip of the Great Depression, Walter P. Chrysler refused to allow his young corporation to suffer. Chrysler debuted one of the most innovative vehicles to hit the market in years -- the 1934 Airflow.

The brainchild of engineer Carl Breer, the Airflow was the first car to take automotive design into the future. Breer's concept began while watching fighter planes practice maneuvers, which led him to think that automobiles could also be designed to operate as efficiently as possible. Legendary American pilot Orville Wright was then consulted on the project, and the two men soon began developing cars with teardrop fronts and testing them in a new wind tunnel constructed at Chrysler's Highland Park, Michigan, headquarters.

Unfortunately, when the Airflow was introduced, the public's taste was not yet prepared for the radical design approach. Although the Airflow incorporated such effective new techniques as a streamlined shape, lightweight body frame construction, and increased torsion control and ride quality -- even setting a total of 72 speed records on Utah's salt flats -- the vehicle was a financial failure.

Remarkably, Chrysler Corporation was able to turn a profit in 1934, despite the Airflow situation. In fact, Chrysler was able to maintain its growth throughout the 1930s -- thanks, in part, to innovations such as ball bearings treated with Superfinish, a forerunner of the automatic transmission called Fluid Drive, and the color-coded "Safety-Signal" speedometer.



1931 - CG Imperial Roadster.



1934 - Chrysler Airflow was a radical step beyond contemporary automobile design

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# New post office becomes pride, joy of Vacaville

## Building dedicated amid ceremony, high praise

By Barbara Smith  
Special to The Reporter

Much celebration and pride came with the dedication of the new Vacaville Post Office on March 12, 1938.

"Vacaville's handsome new post office is to be dedicated and opened to the public ...," began a story in The Reporter the day before the ceremony.

"(March 12, 1938) will see the culmination of this undertaking which gives this city a post office building such as few cities, even of a larger population, can boast," the story bragged. "Located at the corner of Main and Parker streets, adjacent to the Community Church, the public library and the Vacaville Theatre, it fits splendidly into what might be called a civic center."

The March 11, 1938, Reporter story went on to describe how U.S. Rep. Frank H. Buck Jr. had worked to bring the new federal building into being, a history of the three-year construction, and a description of the building's floor plan.



Vacaville Museum

J.M. Miller, Vacaville's oldest former postmaster, was among the dignitaries to speak at the post office dedication.

The story also gave a schedule of events for the dedication ceremony, from the parade by Vacaville Grammar School's drum corps and sons of the American Legion to addresses by area and post office dignitaries.

Sacramento Postmaster James Wilson addressed the crowd and "praised the completeness of the building and equipment, stating that size was the only thing in which the larger city had it over Vacaville."

The dedication ceremony also included an address by J.M. Miller, Vacaville's oldest living ex-postmaster, and demonstrations by the grammar school drum and bugle corps in their bright uniforms, Boy Scout Troop 74, and the high school band. The American Legion fired a salute while the flag was raised.

The event was followed by an inspection of the building.

Despite the threat of rain, a large crowd turned out to celebrate the new federal building, considered one of the finest structures in Solano County and which had taken three



Vacaville Heritage Council

Quite a crowd gathered March 12, 1938, on Main Street for the dedication ceremony for the new post office.

years to build.

Within a cornerstone laid on the day of the dedication was a copper box containing several items of the times: A scroll naming those who promoted the building, a March 11, 1938, copy of The Reporter, names of officers and employees of the city of Vacaville and other organizations and schools, and a photo-

graph of the new building taken by Charles Buckingham of Vacaville High School.

Postmaster H.M. Talbot had begun searching for a building site for the approval of the Treasury Department in 1935. Vacaville property owners offered several sites for sale, but the Treasury Department considered them too expensive and no

offers were accepted.

A second effort was made in 1936, and again many building sites in the downtown district were offered, with sales prices ranging from \$2,000 to \$18,000. This time, a bid made through the real estate office of T.W.S. Clark was accepted. The property, located at the corner of Main and Parker streets and owned

by Mead Metz and E.F. Berton, sold for \$6,325.

In April 1937, a San Francisco construction firm was awarded the contract to build the new post office for \$67,760, and construction was continuous for nearly a year. And it is little wonder, considering the building itself — it is constructed entirely of steel and concrete.

## The Fairfield Brewers of



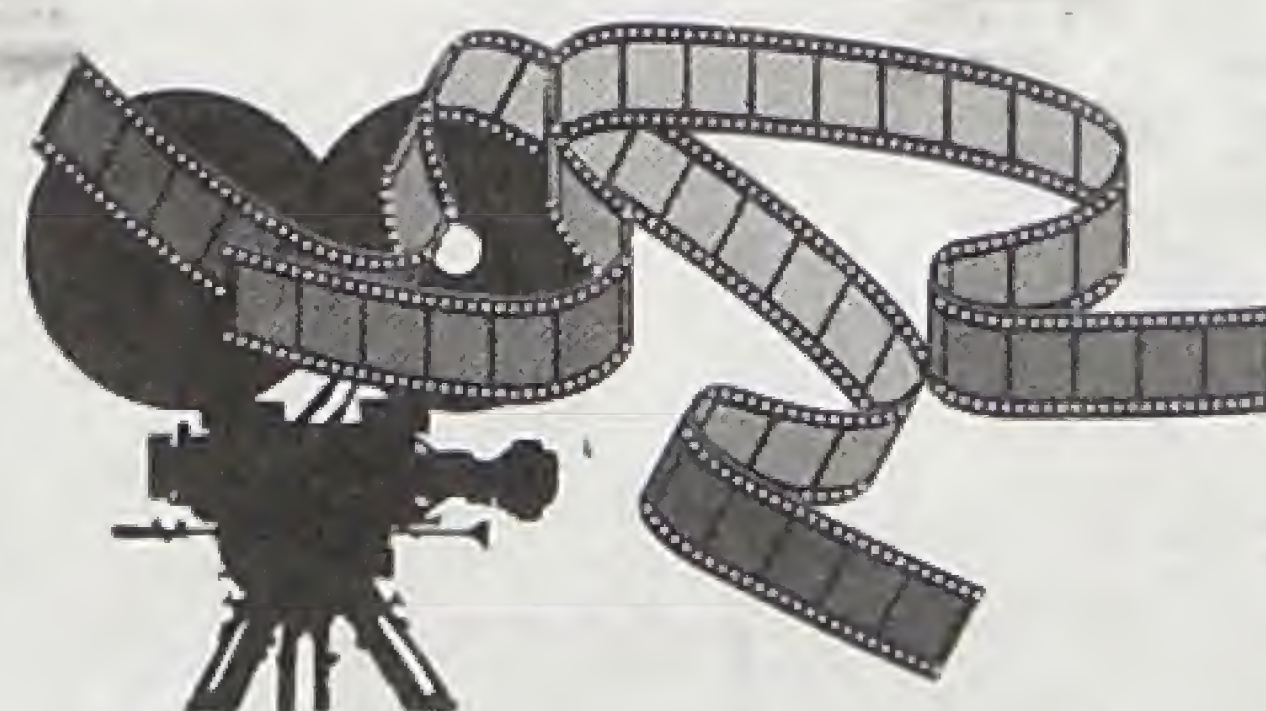
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A look back...  
1930-1939

In present-day jewelry-making, a noteworthy progressive movement has developed between the two extremes: jewelry of the traditional kind, which is often looked upon as a kind of investment, and fashion jewelry. This new movement is an attempt to draw jewelry into the fields of plastic and graphic art, and often sees a piece of jewelry as a small piece of sculpture or a miniature picture. The best works of this kind are those which are obviously designed to enhance physical beauty and individuality. Many representatives of this trend, who work as designers and thus design and make their "miniature works of art" themselves, reject the idea of jewelry as an investment, or of jewelry being a slave to short-lived fashions. The formal mark of "real" or "fake" is no longer put on jewelry. Gold, silver, and enamel are treated in the same way as stainless steel, bronze, copper, aluminum, synthetic material, or a rare wood. Some particularly suitable variants of the synthetic material which has been developed over the past thirty years, such as acrylic glass, is used to make highly artistic brooches and pendants, as well as simple designs for mass production. Precious metals, especially silver, are extremely well-suited for modern designs.

Fashion jewelry has only really become presentable since the 1920s. Elsa Schiaparelli's fashion house in Rome caused a stir in the 1930's up till the beginning of the Second World War because of its striking jewelry creations. The first fashion salon to take the leap into big business was Christian Dior in Paris: it produced new fashion jewelry every season to go with the new fashions!

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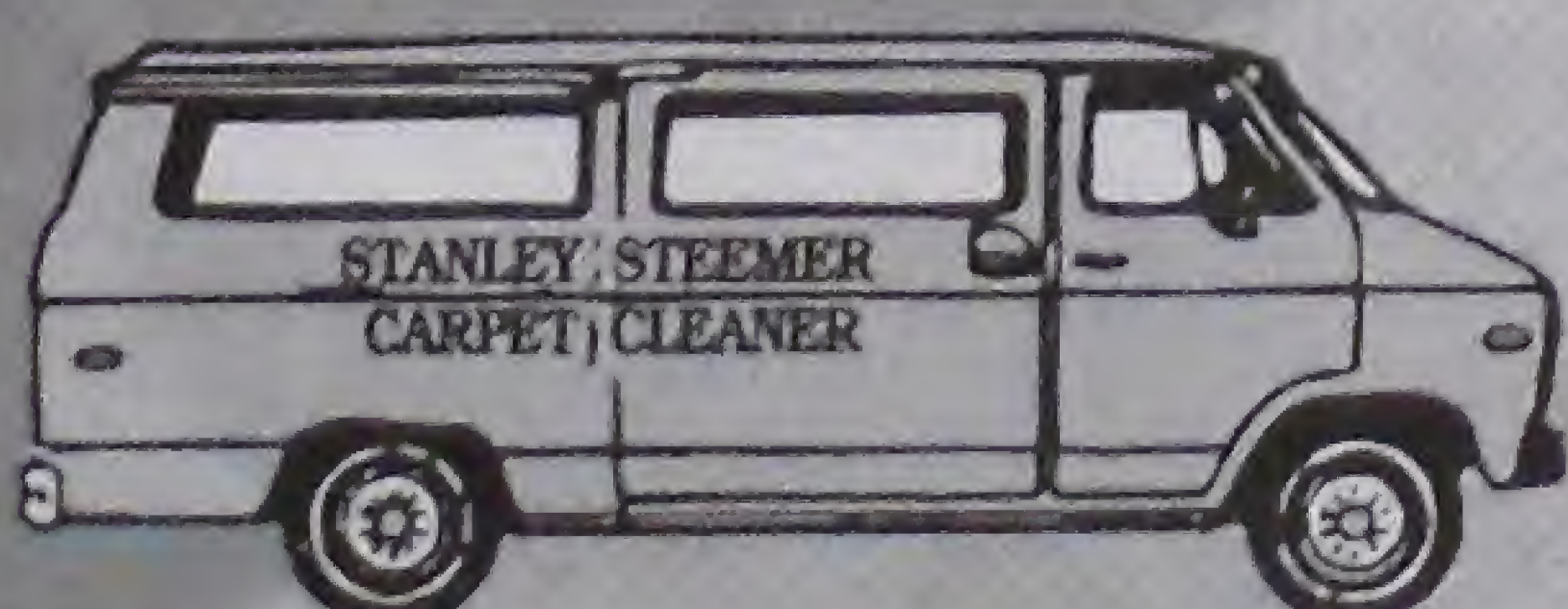
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1930-1939

THE PAST CENTURY

# CCC program plants trees to restore soil

By Sally Miller Wyatt  
Special to The Reporter

While economic factors helped speed the decline of the fruit industry in Vacaville, the area also faced serious agricultural problems which didn't get serious attention until the 1930s.

Soil exhaustion and erosion had plagued area growers for years, stemming back to bad farming habits begun in the 1870s and 1880s, according to "Vacaville: The Heritage of a California Community." In addition, decades of abnormally heavy rainfall had lured area farmers into dry farming and growing non-irrigated fruit.

After a four-year drought hit the area in the late 1890s, farmers realized they needed other ways to irrigate their orchards. Also, intensely cultivated orchards on hillsides, particularly in the English Hills, had led to massive erosion problems, leaving farmers to watch inches and inches of precious topsoil wash away every year.

To combat erosion, a soil-conservation program was begun in the 1930s, and it came to Vacaville in the form of the Civilian Conservation Corps.

The CCC was a social experiment undertaken during the Depression and the New Deal era, according to "Vacaville: The Heritage of a California Community," and it took "thousands of young men out of depressed

urban areas and gave them meaningful work with reasonable pay in a healthy social environment. As a conservation movement, the corps (represented) the first nationwide effort to rescue the country's grassland, forests and farmlands from environmental decay."

In 1933, Vacaville learned one of these camps would be located here after the area received "enthusiastic endorsements from the local chamber of commerce, the city council and Frank H. Buck, Vacaville's new congressman."

The CCC camp, called Camp Chester, was built in 1935 near Peaceful Glen School, and when completed, the double barracks housed as many as 190 men.

Over the next four years, crews of young workers, in cooperation with 40 English Hills landowners, transplanted or planted 100,000 trees for soil erosion control and seeded more than 125,000 square yards of gully channels.

They also built dams, pipelines, terraces and other flood- and erosion-prevention methods. Soil erosion experts also worked hard to persuade local hill farmers to convert old orchards into pastures, in an effort to stop soil loss. Articles appeared regularly in The Reporter in the late '30s, explaining the harmful effects of orchard cultivation on hillsides.

The camp closed in July 1939, despite Chamber of Commerce efforts to keep it open longer.



Barracks for the Civilian Conservation Corps at Camp Chester were built in 1935.



Vacaville High School students survey a CCC-built dam in 1938.

Carroll Mundy collection

## Vallejo youths raze mailboxes

Twenty boys and girls from Vallejo, all under 18 years of age, engaged in a piece of malicious mischief Sunday evening that is causing their parents a good deal of heart-ache. They had been to Putah Creek for a picnic, and on the way home about 8 o'clock the driver of the truck in which the trip was made lost his sense of right and wrong, and proceeded to knock down twelve rural mailboxes on the Pleasants Valley and Lagoon roads. He deliberately headed the truck for the boxes and rode them down. In three instances failing to hit them head-on he backed into them, smashing the boxes and posts.

The matter was reported to the Vacaville police Monday and after a day's work on the case, a lead was picked up Tuesday and the following day Chief of Police Alley, Constable Gates and Traffic Officer Peters went to Vallejo and located the driver of the truck. He admitted the crime and gave the officers a list of those in the party. The list was turned over to the post office authorities, and it is understood the boxes will all be replaced and painted at the expense of the parties who committed the depredation. It is understood several of the youths are members of prominent families, and because of their youth the police have not so far made their names public.

Action of this kind is an offense against the United States government, which is generally very severe with offenders.

The Reporter  
March 31, 1939

## A PART OF HISTORY

This 1930 Ford Roadster was one of Ron Wilson's classic cars he restored and rebuilt. Ron added a Full load 350 engine with a 350 transmission which gave him lots of power! He added lots of extra chrome, a custom paint job with flame art & stripes and enjoyed driving this "AWESOME FUN MACHINE" on weekends!

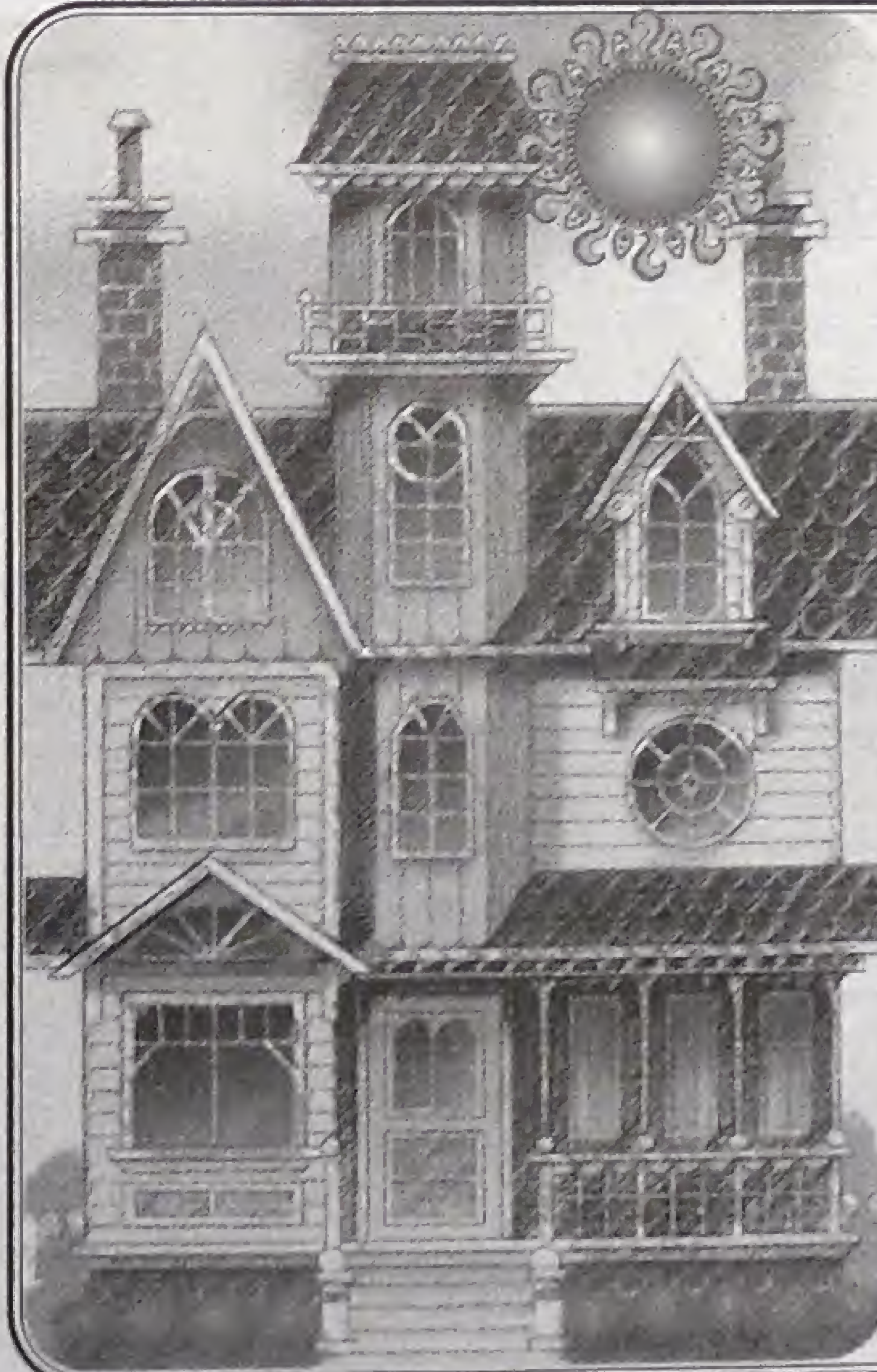
This Roadster is now on display at the Ford Museum in Sacramento.

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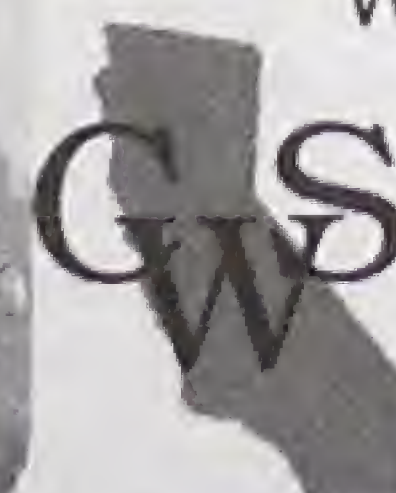


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- Illustrated with 22 of Phillip Adam's black and white photographs documenting the land and the people.
- Nineteen chapters organized to give a picture of the orchard cycle from January through December.

Due to be released July 30, 1999. Available exclusively through Vacaville Museum, A Center for Solano County History.



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To order copies of the book at the pre-publication price contact the Vacaville Museum at 707/447-4513. FAX 707/447-2661. Checks must be received before July 20, 1999. Questions? Call the Museum at 707/447-4513.

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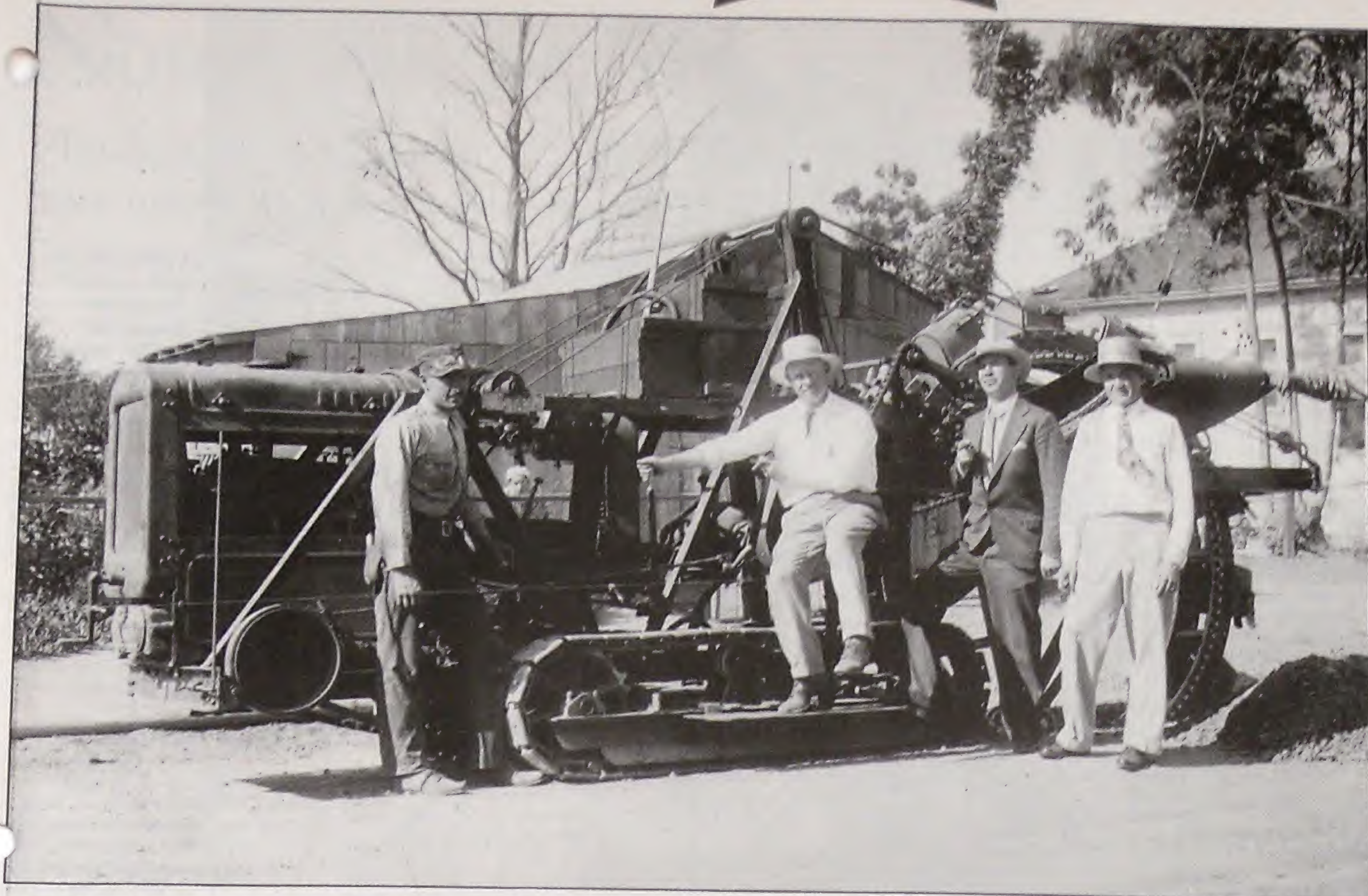
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1930-1939

THE PAST CENTURY



T.E. Cook (left), ditcher operator, pauses while digging a ditch for natural gas service that came to Vacaville in August 1930. With him are Vacaville Mayor Rolla C. Gray, Chamber of Commerce president Walter Schaefer, and F. C. Rudsill, a gas company representative.

Reporter file photo

# Natural gas blasts onto scene

## Gas promises to free women from drudgery

By Barbara Smith  
Special to The Reporter

Vacaville's new natural gas plant opened Oct. 18, 1930, and the main was turned on without a bang, but with much ceremony.

Standard Oil Company's "monster three-motored Fokker airplane," sounding its siren, flew back and forth above the new gas plant on Stevenson Street, where Mayor Rolla Gray turned on the gas main with a decorated socket wrench.

He was joined by city officials and residents to celebrate the new, liquefied fuel that promised to change the face of modern households, particularly the lives of housewives.

A Reporter editorial stated, "Gas has come and with it comes the end of the housewife's drudgery and the dawning of an era of freedom from kitchen and household slavery. Mother has turned modern, and she is cooking with gas and heating the house with gas."

The anticipation of this modern convenience had been building since February, when the City Council passed an ordinance granting the construction of a new gas plant for Vacaville. By May, Natural Gas Corp. of California had selected the site for the new plant on Stevenson Street and began construction.

In July, the gas company leased the Winfield Store and set up an office and service office, including a full selection of the new gas appliances. It also conducted cooking schools to demonstrate the use of gas.

That same month, a ditching machine began digging trenches for the gas distribution lines. Meanwhile, the gas company's promotions to use the new, clean, liquid gas, while selling appliances from their service store, heated up.

"Gassy Bill," a fictional character developed by the gas company, was one way the company explained the advantages of natural gas and promoted its sales of every conceivable gas appliances, including refrigerators.

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PHONE 2—VACAVILLE, CALIFORNIA

**Natural Gas Corporation**  
**of California**

VERY EASY TERMS  
SMALL DOWN  
PAYMENT

A Natural Gas Corp. of California ad in The Reporter on Oct. 17, 1930, promotes gas as an efficient, time-saving convenience (left). Pacific Gas & Electric, in a Feb. 3, 1939, ad in The Reporter (far left) says "Low gas rates and reasonably priced gas heating equipment put modern gas heating within the means of everyone."

## Blaze damages lodging business

The valiant work of the Vacaville Fire Department Monday morning at the fire which threatened to completely destroy the Vacaville Inn, resulted in saving in passably good condition the lobby, dining room and a dozen or so of the guest rooms.

The alarm at 7:20 Monday morning and the volume of black smoke rising from the roof of the building soon brought a large crowd and the fire engine, which hooked on to a hydrant at the corner of Merchant and Parker streets, but as it connected with one of the smaller mains of the water system, it could not furnish the volume of water necessary to supply the several lines of hose attached. The firemen found it necessary to move the engine to a Main street hydrant connected with the new ten-inch main laid a couple of weeks ago, after which they had all the water needed.

It is supposed the fire started from a defective chimney over the kitchen, although the lessee, C.T. Henderson, had within a few days put in a gas range. It is possible soot left in the chimney from an old oil burner may have caught fire, which rapidly spread between the ceiling and roof and the upper part of the building was soon enveloped in flames.

Henderson paid high praise to Mrs. Carol Manning, one of the waitresses who seized the master keys from the desk and visited each room, making sure that no one failed to awaken in time to escape. Three girls, who were sleeping, were awakened by Mrs. Manning.

The guests, with few exceptions, were able to remove their belongings, and their loss was small. The carpets and draperies were, however, left in a ruined condition from water and burned debris.

While the excitement was at its height, a woman was caught in the act of rifling the cash register in the office. She got nothing to repay her for the act. Frank Manning, bartender, had left the evening's receipts in a cigar box behind the bar, and some thief was able to get away with the money, amounting to \$26.

Mr. and Mrs. Henderson leased the hotel several days ago, and were planning many improvements and an enlarged service.

It was believed until yesterday that there was every chance that the building would be renovated and placed in good shape for business again, but it has developed that H.A. Hardinge, a San Jose attorney, who holds a mortgage for \$14,000 given at the time Yubo Urgeovich was conducting the hotel, has decided that he will not extend the mortgage further, but will apply the insurance \$11,000 on the loan. David Blaine of San Francisco, who owns the property was willing to put more money into the property provided the insurance could also be used in replacing the structure.

The Reporter  
July 31, 1936

## Low flying plane kills young hens

Editor Reporter: There is, and has been for the past six months or so, much complaint about a certain airplane flying low over poultry ranches out in this section, maliciously threatening life and property, causing the hens to drop off in production by frightening the life out of them.

Last Monday this plane, after a demonstration before Sapwell's place, of circles and loops, headed directly over the poultry houses at about fifty feet altitude, frightening the chickens so badly that it caused them to fly and stampede, resulting in the loss of several six months' old pullets, caused by their flying into the wire and breaking their necks or legs.

A Rancher  
The Reporter  
Aug. 3, 1930



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## Gas leak used in Legion hall blast

Whatever the motive behind the plot may have been—whether it was someone's personal grudge against the local Post, or whether it was the work of a crank who holds grievance against the American Legion cannot be determined.

The incident which led to the discovery of the plot was an explosion in the basement of the building on Monday evening. The local unit of the Legion Auxiliary and members of Rago-Christopher Post had concluded their meeting on Monday evening and had retired to the dining hall for refreshments. One of the members lit a match to light the kitchen range when the explosion occurred.

Because only a small amount of gas had formed in

the building the explosion was only minor and no one was injured. The dining room in the building is large and not enough gas had accumulated to cause a big explosion.

The culprits gained entry to the building by prying open a rear door with a grass scythe, which was later found by Chief Alley, and marks on the tool prove that it was used to open the door. An attempt was also made to remove the hinges on the door.

Inside the building it was found that a plug on the end of a gas pipe had been loosened sufficiently to allow the gas to leak.

The Reporter  
Aug. 23, 1939



1930-1939

THE PAST CENTURY

## Auto crashes, trailer overturns at aid station

### Powers first at crash site

Vacaville's highway first aid station, located at The Nut Tree, had the rather unusual experience of having its first accident land figuratively in its lap.

Sunday, May 8th, shortly after the noon hour, a machine pulling a trailer was seen to be coming crazily down the highway and it was certain there was to be a collision. So the forehanded attendants at the first aid station, Mr. and Mrs. E.I. Power, unlocked the cabinet, got out the first aid kit and equipment and turned around to find that the car had skidded. It slid into the gravel in front of the station, overturned the trailer and hit and badly damaged a

car parked in front while its occupants were eating.

There were three occupants in the offending car, the woman being the only one hurt. Strange to say, the car did not tip with the trailer.

Mr. and Mrs. Power rendered first aid treatment and called the doctor. After setting the trailer upright the car limped to town and had some repair work done on it and the procession proceeded on its way, according to reports.

It is truly a unique initiation for first aid service on the highway when the accident comes to the station rather than the operators going to the accident.

The Reporter  
May 13, 1938



A fire on May 19, 1939, destroyed the building housing the Masonic Lodge, Akerly's and several other businesses.

Vacaville Heritage Council

## Count shows officers stopping traffic wrecks

Chief of Police Hughes, who is on duty from 12 to 1 at the crossing by the Main Street bridge, checked up on the traffic at that point last Thursday and Friday with the following result: During the noon hour Thursday 268 children crossed the street and 365 cars passed along the highway. On Friday 268 children were again counted, and the number of cars was 315.

At the same hour Traffic Officer Alley is on duty at the turn by the grammar school, and on Friday 265 children crossed the highway and 268 cars passed that point.

When it is understood that all this traffic takes place within an hour the excellent work done by these officers in preventing accidents should be appreciated.

The Reporter  
March 20, 1931



## Temple, Akerly's destroyed by blaze

By Reporter Staff

A fire in the early morning hours of May 19, 1939, gutted the Main Street building housing the Masonic Temple, Akerly's general store and several other downtown businesses.

The estimated total loss of the fire, which broke out at 2 a.m. in the basement of the two-story building, was \$150,000.

Housed in the building along with the Temple and Akerly's was a Pacific Telephone & Telegraph Co. office, the office of Dr. W.C. Jenney and Cecelia Clark's beauty shop.

Called in to help fight the blaze were firefighters from Dixon, Fairfield, Suisun and Elmira.

While the fire caused damage to the telephone lines, The Reporter

said phone service was restored within an hour and a half.

Overcome by smoke was Louis Edson who eventually recovered.

The building, constructed in 1906, was owned by E.H. Uhl. The loss on the building itself was estimated at \$40,000.

Also reported in The Reporter was the ability of the city's tanker to handle the emergency:

"It was interesting to note that the water supply held up remarkably well during the entire time that it was being used in fighting the fire."

"Although there were the usual rumors of insufficient supply and pump failure, the fact is that with all the pumpers going full blast, the water supply tank showed but a minor drop in level for the entire time of pumping."

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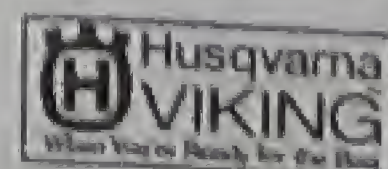
Member FDIC



The 30's were characterized by functionalism, which contrasted strongly to the earlier ornate style and which also influenced the Husqvarna sewing machines. It was no longer a question of pretty scrolled valts flowers decorating the machines — the style had become considerably more strict when Husqvarna presented CBN Class 12 in 1934 — the first Husqvarna electric sewing machine which was to be a huge success; one million machines of this type were manufactured.

In the middle of the 30's domestic servants became scarce. Young

women were attracted to other categories of work in this age of industrialization and trade. They wanted "their freedom". The bourgeoisie, with their limited resources, were their limited resources, were forced to adapt themselves to the scarcity of domestic servants and organize themselves in a more rational way. The sewing machine became one of the aids needed for this new lifestyle and just from 1934 to 1935 Husqvarna increased its sales of machines by 7,000 to 35,415.



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1930-1939

THE PAST CENTURY

# Noted minister, Vacaville native dies

## Hawkins often visited here when in need of rest

Dr. Chauncey J. Hawkins, pastor of the First Congregational Church of San Francisco, and one of the most prominent clergymen on the coast, was instantly killed last Saturday afternoon while on his way home from a vacation spent in the Sierras.

Dr. Hawkins was the son of Arculus Hawkins Jr. and grandson of Arculus Hawkins, one of Solano County's first pioneers. His boyhood was spent in Vacaville, and he attended the old college on the hill.

For many years he has owned a place near Cooper school, and he frequently came there for a much needed rest.

The following account of Dr. Hawkins' life and work was written by a friend and pub-

downtown First Congregational Church, San Francisco, in August 1927.

He was one of the first Seattle ministers to realize the changing times and opportunity for combating the more worldly attractions in their own field.

He was instrumental in organizing semi-religious organizations, such as cultural clubs, stellar musical and lecture programs at this church; book-reviews on Sunday evenings, and in preaching special sermons such as after-the-curtain services for his actor and actress friends.

Many times vaudeville "hoofers" and chorus girls, concert singers and stock company tragedians have hurried through their post-show greasepaint removal in order to hurry to

Seattle's "church with a heart" for a midnight Easter service or a Christmas Eve worship.

The Reporter  
Aug. 15, 1930

He was one of the first Seattle ministers to realize the changing times and opportunity for combating the more worldly attractions in their own field.

Sacramento Bee

published in The Sacramento Bee: Rep. Long listed as one of the west coast's most noted clerical liberals, Chauncey J. Hawkins, 53, was killed late Saturday when the automobile, in which he was riding with his two sons, overturned.

Following his graduation from the University of the Pacific and Yale College, Hawkins occupied pulpits in Massachusetts until 1918, when he went to the huge downtown Plymouth Congregational Church in Seattle.

He accepted a call to the

■ Editors note: The Rev. Chauncey Hawkins' granddaughter, Mimi Hawkins Hartford, told The Reporter that he was born in Vacaville and moved with his family to Suisun Valley when he was 3. His ties to Vacaville remained strong and his visits were frequent.



The Rev. Chauncey J. Hawkins, shown here with his sons, Phillip and Robert, and wife Jessie, was killed in an automobile crash. His sons were with him at the time. Hawkins, a Vacaville native, was a prominent Congregational clergyman in the early 20th century.

Mimi Hawkins Hartford collection

## Getting people back to work

There is a fear that the practice of giving government aid, that has been pursued in this country the past four years, is creating a class of people who will never be self-sustaining. It is true that there are people whose initiative and self-reliance and desire to do for themselves is destroyed with ever so little help, but this class has never represented the real Americans. There has been a considerable number of people who are worth little to themselves and their communities or to the country. They have always lived on the border line regardless of good times or bad times. Nothing will ever happen to change them. They lack energy, initiative, ambition and intelligence. What to do with them will always be a problem. It is a pertinent question to ask if society has any obligation and responsibility for them and of what does it consist? Are they to be continuously supported on a dole and made work, or is there another way? To our way of thinking there are types of simple road work that might be turned over for these to do and release more intelligent workers for more intelligent tasks. This might be the solution of a growing problem in this country.

The Reporter editorial  
Sept. 25, 1936

## A PART OF HISTORY



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From left to right, morning, afternoon and evening fashions. All three designs employ broad shoulders and narrow waists to define their overall shape, in addition to contrasting effects of texture and color in their use of fabrics



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What's  
COOKIN

The following recipes appeared in The Reporter and came from syndicated food columns, including Betty Crocker and Safeway.

## Velvet Molasses Candy

Put one cupful of molasses, three cupfuls of sugar, one cupful of boiling water and three tablespoonfuls of vinegar in a saucepan over the heat. As soon as the boiling point is reached, add one-half teaspoonful of cream of tartar. Boil until when tried in cold water the mixture will become brittle. Stir constantly during the last of the cooking. When nearly done, add one half cupful of melted butter and one-fourth teaspoonful of soda, pour out, and when cold, pull. Flavor to taste.

Feb. 1, 1935

## Oyster Soup

Add four tablespoonfuls of quick cooking tapioca to a quart of rich milk, two teaspoonfuls of salt, and cook until the tapioca is clear, stirring often and cooking in a double boiler. Add one cupful of oysters and the oyster liquor, a dash of cayenne and paprika and four tablespoonfuls of butter. Serve when the oysters are curled.

June 21, 1935

Carrot and  
Corn Pudding

- 1 1/2 cups grated raw carrot
- 2 cups cooked or canned sweet corn
- 2 tablespoons mixed green pepper
- 2 eggs
- 2 tablespoons melted butter
- 1 tablespoon sugar
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1/4 teaspoon paprika
- 2 tablespoons flour
- 1 cup milk

Beat eggs well and add seasonings, combine with vegetables and milk. Place in a well-buttered baking dish and set automatic oven heat control at 350 degrees F. and bake for 30 minutes.

March 4, 1932

Grapefruit Ring  
Mold Bavarian

This Grapefruit Ring Mold Bavarian is one of those grand made-in-advance salads that makes a delightful main feature of a Sunday night supper or a luncheon for ladies.

- 2 tablespoonfuls of granulated gelatin
- 1/2 cupful of cold water
- 1 1/2 cupfuls of boiling water
- 1 cupful of sugar
- 1 cupful of grapefruit juice
- 1/2 teaspoonful of grated grapefruit rind
- 1 cupful of evaporated milk scalded in double boiler, then chilled and whipped
- Garnishes.

Soak gelatin in cold water 5 minutes; add the boiling water and stir well; add sugar, juice and rind. Pour half this mixture into a shallow, flat pan to solidify, and chill. Cool the remainder until it begins to thicken, stirring frequently, then fold in the whipped evaporated milk, and pour into a 6-inch ring mold. Chill. To serve, unmold on a fancy plate, and fill center with the first mixture cut into cubes. Garnish with grapefruit sections and whole strawberries or cherries, and sprigs of mint. Serves six or eight persons.

March 9, 1934

## WOMAN TAKES RACING BY REINS



Hellen Davis (left) grew up on her father's ranch near Vacaville. A win at the May Day races in Dixon in 1923 led to a 20-year career in harness racing. And in 1945, Davis was recognized as the nation's top woman driver of harness horses.

Vacaville Heritage Council

Miss Hellen of Vacaville and her horse Palomin are attracting much attention at county races in California. At Santa Rosa she split one two-heat race with another horse and won both heats in another race.

A press dispatch from Stockton states that Miss Hellen Davis of Vacaville and her sweet trotting Palomin took their time winning both heats in the feature event of Monday's harness racing here. Palomin trotted the winning heats in 2:11 and 2:12 1/2. The gelding just got out in front in both and held up the pace to beat Sam Patch, with Betty Patch third.

Miss Davis gave the horse a steady hand at all times, having to take no chances in a field of four.

She will race again Friday at Stockton.

The Reporter  
Aug. 26, 1938

## Fashion of the times

*Real Fits" on Parade!*  
**\$5.95**

A Price we're proud of... for these  
WOMEN'S, and MISSES' FROCKS  
the quality of FLAT CREPES,  
the smart models, the good lines  
that come only with good design,  
the excellent tailored  
details... are not found  
elsewhere at this price!

REAL FIT DRESSES  
Guaranteed to Fit  
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HALF SIZES 14 1/2 to 22 1/2  
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There's no question about it!  
We offer you the loveliest collection of  
**NEW SPRING FROCKS**  
you've ever seen for so little as \$5.95

Gay new prints, flat crepes in daytime, business and teatime colors, spring-like patterns — in short, every  
wanted fashion in every fashion-sponsored pattern and color. This collection is without equal in youthful  
ful charming detail, style-rightness quality, fine workmanship, perfect sizing and 1931 values!

*They Have all the Fashion and Refinement of Higher-Priced Frocks*

**SCHAEFER'S**  
THE BIG COUNTRY STORE  
VACAVILLE CALIFORNIA

This advertisement for Schaefer's Big Country Store from The Reporter of April 10, 1931, shows the latest fashion of the times, and for as little as \$5.95. "This collection," reads the ad, "is without equal in youthful charming detail, style-rightness quality, fine workmanship, the ad boasts perfect sizing and 1931 values."

Club urges  
all to help  
in effort

The welfare committee of the Saturday Club is beginning a drive for more clothes to be distributed to those in need.

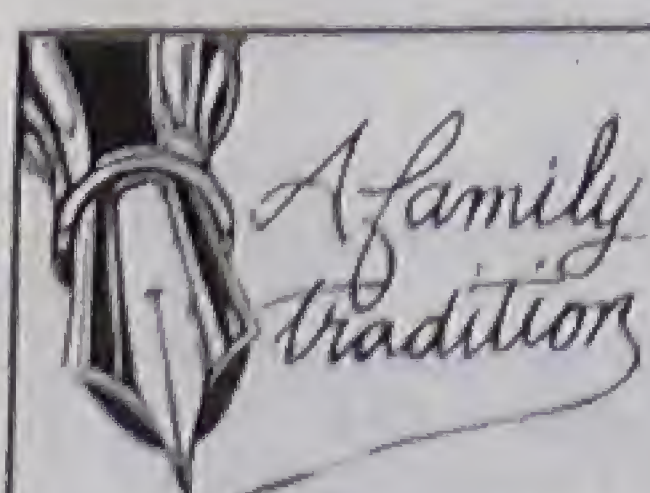
Schools are opening and many families find it difficult to properly clothe their children for school attendance. Calls have recently come in from families who have had unusual misfortunes, such as a father deserting his wife and children, leaving them with no money, such as families being burned out and losing all their personal possessions and not having sufficient money to buy new clothes. There are many families who can provide for other necessities but find it impossible to get the funds for clothes.

It is urged by the welfare committee of the Saturday Club, that everyone who can donate old wearing apparel bring it to the library, where it will be received at any time the library is open. You will be doing a real service to this community by responding to this call NOW.

The Reporter  
Sept. 2, 1932'Married love'  
is talk topic

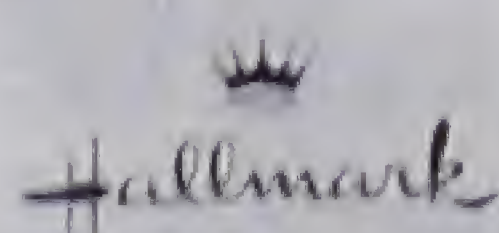
Professor Rosanoff, noted lecturer, will appear in person on the stage of the Clark Theatre for two days, starting Thursday, March 24, with his "Married Love." This is said to be an attraction of unusual merit and deals with the problems of married life and the happy home. Subjects of this kind are usually avoided by other authorities, but Professor Rosanoff discusses the theme of "Married Love" through which the scientific analysis of sex problems is explained, and demonstrated. A group of artist models assist the professor on the stage.

There will be a special matinee for women only at 2 o'clock Thursday, March 24. Adults only will be admitted both nights. Due to the intimate nature of the professor's talk, children under 16 will not be admitted unless accompanied by adults.

The Reporter  
March 18, 1932

**Bowman's**  
Stationers

Ed was John & Marge Bowman's first son, born in 1949 in Turlock, CA. As a youngster, Ed worked on an Egg Producing Ranch with his mom and dad and earned the title of the "fastest egg gatherer!" Ed went to grade school and graduated from Grace Davis High in Modesto. After graduating from Stanislaus State University, he began his career in the office supply business in Vacaville.



322 Parker St. • Downtown Vacaville • 447-8430



Ed Bowman

Del McCune stands in front of his newly purchased hearse for McCune Funeral Home. With his coach, McCune also rendered a twenty-four hour ambulance service. Del's parents, William and Millie, moved to Vacaville. Del & his father owned and operated Solano Ice and Soda Works, and ice and beverage distribution company. Originally located on Parker St., it was later moved to Monte Vista Ave.



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## Vacaville native lauded for his work at state university

Professor Willis Linn Jepson of the botany department of the University of California, who started teaching on the Berkeley campus forty-two years ago, has been announced as faculty research lecturer for 1934, following approval of his appointment by the northern section of the academic senate.



Jepson

Appointment as faculty research lecturer at the University of California is the highest recognition that members of the faculty can give to one of their number for his contributions to the world's knowledge.

Professor Jepson is an native

of California and an alumnus of the University of California, having been born in Vacaville on Aug. 19, 1867, and having received his bachelor and doctor of philosophy degrees on the Berkeley campus in 1889 and 1899. His first appointment to a teaching post came in 1891, when he became a student assistant in the department of botany.

The field of research for which Dr. Jepson is chiefly noted is the flora of California. His interest in this subject began as a boy long before he entered college and has continued unabated since.

The Reporter  
Dec. 8, 1933

## John Rico purchases interest in newspaper

The interests of the late Clayton L. Adsit in the Reporter newspaper and building were purchased at the advertised sale on June 25th by John Rico. The sale, of course, is not binding until it has been confirmed by Judge W.T. O'Donnell of the Solano county superior court. Inasmuch as the sale price slightly exceeded the appraisal made by Frank McInnis, it is not believed the judge will find any reason to not confirm the sale. It has been hoped this would be accomplished by this date, but it seems this is vacation time, and

we will have to wait the return of Judge O'Donnell.

John Rico, the new partner, has been in the employ of the Reporter for eleven years, and in that time has proved himself to be thoroughly capable of assuming the duties he will be called upon to perform.

The new firm of Andrews & Rico are making no promises as to the future, but will endeavor to make the best newspaper for Vacaville that their income and capabilities will permit.

The Reporter  
July 12, 1935

## No on moving picture of Dillinger's exploits

Every father and mother should join in thanking Will Hayes, czar of the moving picture industry, for his declaration that no pictures shall be produced glorifying the life and exploits of bandit John Dillinger. It is the most sensible decision the moving picture makers ever made. There is no occasion for making a hero of Dillinger; no reason for exploiting his career of crime in the eyes of the young generation. At best, Dillinger is nothing more

than a reckless, kill-crazed character of the lowest type, without the semblance of respect for human life. Making a picture of his exploits could not point any good lesson to modern youth and it would work a lot of harm. Will Hayes realizes that, and decent people will think more of him, and more of the picture industry, for shutting the door to Dillinger films.

The Reporter editorial  
May 25, 1934

## Dobbins passes flying exam

Sacramento's 21 year old flying music teacher, Eliot Dobbins, formerly of Vacaville, who eight months ago set out to break all records for learning to fly, has received the highest rating the civil aeronautics authority can bestow — that of a transport pilot, says an article in the Sacramento Bee.

E.E. Hughes, inspector for the aeronautics authority, who put Dobbins through the stiff blind flying examination necessary for the rating, said Dobbins

is one of the few persons to pass the test in such a short period of time.

The test also marked the first time the examination requires over an hour of piloting a plane over a directed course from a covered cockpit.

Dobbins now may pilot a passenger plane anywhere in the United States. He hopes to obtain a pilot's post with one of the commercial air lines.

The Reporter  
July 7, 1939

## New policy set at theater

Nothing changed but the prices! That's the new policy program for the Vacaville Theatre with the announcement today of its February screen listings. Included in the new schedule are pictures which have won high praise throughout the nation. Every picture is guaranteed

entertainment.

The reduction in prices has won popular approval in Vacaville. Regular seats are now 25 cents, with loges at 35 cents. Children will now be admitted for only 5 cents.

The Reporter  
Jan. 13, 1933



## City's early hospital care

The Walker house on the corner of Elizabeth and Catherine streets in downtown Vacaville was built around the turn of the century. To this day, the building is standing and used as a home. But between 1932 and 1945, the building was used as the Vacaville General Hospital. Many Vacaville residents began their lives there, as did Richard Rico, editor and publisher of The Reporter. Below is the announcement of his birth as it appeared in The Reporter.

RICO — In Vacaville General Hospital, July 8th, to the wife of John Rico, a son.

The Reporter  
July 13, 1934

WED.-THURS.-FRI.  
JAN. 19-20-21

Magic Screen

Wednesday—9 p. m.

CASH PRIZES

AND ON OUR SCREEN

2

Tremendous  
Features

Is the Price of Stardom A  
Broken Heart?

For the First Time The Screen  
Reveals How Much Bitterness,  
Hatred and Jealousy Is Mixed  
With Hollywood's Mad Gaiety!



Filmed Entirely in Gorgeous  
Technicolor

2nd GREAT HIT

The Picture That Has  
Everything!

Love! Action! Song!  
Comedy!

"The

## College students aid theater promote 'Prosperity Week'

Some of the students at the Sacramento Junior College have sounded the keynote to a turn in the economic events of the world. They have coined a slogan, the psychological value of which is uncontestable. One young gentleman meets another. "Hello! How's everything?" "Great," says the other. "Can you remember when we had the depression?"

That's the spirit suggestive of the return of confidence. That is the spirit of Vacaville merchants, who, in cooperation with the Vacaville Theatre, have voiced their confidence through the inauguration of "Prosperity Week." Special inducements to buying. Special prices on merchandise. Special efforts to interest the buyer on general merchandise prices, which are lower today than ever before. Greater values at lower prices.

"Prosperity Week" begins on Saturday, December 10th, and runs to and including Saturday

December 17th. It all came about in this manner. The Vacaville Theatre will offer during that week two of the greatest values in entertainment on the screen today. Marie Dressler and Polly Moran will be seen in the funniest comedy ever produced, "PROSPERITY." The title of the picture admirably lends its name to the occasion. And when you see the picture you will know that Prosperity is here. When you see the bargains that the Vacaville merchants are offering you will be positive that Prosperity is here.

Joan Crawford comes during the latter part of the week in the sensational, thundering drama, "Rain." When everybody comes to town to see these two great pictures and also to take advantage of the offerings of the Vacaville merchants, a new economic era will dawn. And it won't be long now!

The Reporter  
Dec. 9, 1932

## Disney hits Vacaville

Walt Disney's first full length color feature, "Snow White and the Seven Dwarfs" will be shown at the Vacaville Theatre for three days, beginning Saturday, April 2. This picture is without a doubt the most discussed picture in screen history. It took Disney and his large staff of car-

toonists three years to make this production with the cost running into millions of dollars. It offers entertainment for young and old alike, and the startlingly life-like characters are sure to please everybody.

The Reporter  
March 25, 1938

Our music has been  
filling your Vacaville  
homes for decades.

**Our history 1930 - 1939:** Our Owner Bill Carroll was born March 3, 1935 in Caraway, Arkansas. Marge Adrew Carroll, (Bill's wife) was born February 14, 1935 in Vacaville. Bill moved to Vacaville in 1939 at the age of four.



Bill & Marge Carroll  
May 16, 1954

**Vacaville Music**  
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Our CD's are the BEST prices around.  
We also rent and sell VHS, laser, DVD's and games.

Pedaling back the years



1935 "Milano - San Remo"

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**Ray's Cycle**



## BIRTHS

Sandra Day O'Connor, Supreme Court justice, 3/30/30  
 Clint Eastwood, actor, 5/31/30  
 Neil Armstrong, first astronaut to walk on the moon, 8/5/30  
 Dan Jenkins, writer, 12/2/30  
 Alvin Alley, choreographer, 1/5/31



Dan Rather, TV journalist, 10/31/31  
 James Dean, actor, 2/8/31  
 Willie Mays, baseball great, 6/6/31  
 Mickey Mantle, baseball great, 10/30/31

Edward Kennedy, senator, 2/22/32  
 Elizabeth Taylor, actress, 2/27/32  
 Louis Farrakhan, Nation of Islam leader, 5/11/33  
 Henry Aaron, baseball great, 2/5/34  
 Yuri Gagarin, Russian cosmonaut, first man in space, 3/9/34  
 Gloria Steinem, feminist author, 3/25/34  
 Jane Goodall, zoologist, 4/3/34  
 Shirley MacLaine, actress, 4/24/34  
 Roger Maris, baseball great, 9/10/34  
 Sophia Loren, actress, 9/20/34  
 Carl Sagan, astronomer, 11/9/34

## PASSAGES

## Thomas Alva Edison

He is aptly called "the wizard of Menlo Park." The inventions that sprang from his fertile brain will have a profound effect on life in the 20th century. Whenever Americans turn on a light, watch a film or listen to a record or a live entertainer, they can thank a homeschooled, voracious reader named Thomas Alva Edison.



Working out of a laboratory in Menlo Park, N.J., established in 1876, and later in a bigger "invention factory" in West Orange, N.J., Edison and his staff toiled over as many as 40 projects at a time and applied for nearly 400 patents a year. Edison is credited with inventing the light bulb, the phonograph, the movie projector, flexible celluloid film, talking motion pictures and the carbon microphone. All told, Edison was issued patents for 1,093 inventions, more than any other person in U.S. history. Edison's prolific career ends Oct. 18, 1931, when he dies quietly in his sleep at his home in West Orange at age 84. Three days later, on Oct. 21, electric lights are darkened for one minute throughout the United States in tribute to the passing of genius.

## COMICS



## Blondie makes debut

Blondie Boopadoop makes her debut in 1930 in Chic Young's new comic strip, Blondie. She is a bird-brained flapper who is admired by playboy Dagwood Bumstead. Readers correctly guess their future: They will fall in love, and Dagwood's railroad-tycoon father will disinherit him.

## PRODUCTS

## Alka-Seltzer

Miles Laboratories of Elkhart, Ind., introduces Alka-Seltzer. An analgesic and antacid for headaches, upset stomachs and hangovers, the new product is a tablet of sodium bicarbonate, mono-calcium phosphate, acetylsalicylic acid (aspirin) and citric acid. It fizzes when it is dropped in water and quickly becomes popular among dyspeptics, eventually selling 2.5 billion tablets a year.

Also new in the early '30s: Plexiglass, Wonder bread, Mott's applesauce, windshield wipers, Hostess Twinkies, Snickers candy bars, flash bulbs, rubber-tired tractors and pinball machines.

## ENTERTAINMENT

## The first drive-in movie

Noting Americans' fascination with movies and cars, a visionary named Richard Hollingshead Jr. combines the two and in 1933 patents his design for a drive-in movie theater. Hollingshead began experimenting in the driveway at his house in Camden, N.J., mounting a 1928 Kodak projector on the hood of his car and projecting films onto a screen nailed to trees in his back yard. The nation's first drive-in theater opens in Camden in June.

## 1930-1934

## MILLENNIUM NOTEBOOK

## 1930

**Jan. 5:** Josef Stalin begins collectivizing agriculture in the Soviet Union. All land, livestock and equipment now belong to the state, which grants use of it to farmers under central management. Income is divided among farmers based on the quantity and quality of their work; a family can own only a house, garden, stable and one cow.

**Feb. 18:** A 24-year-old amateur astronomer, Clyde William Tombaugh, discovers the planet Pluto.

**March 14:** Metro-Goldwyn-Mayer's biggest star, Greta Garbo, speaks on screen. In the film version of Eugene O'Neill's hit play "Anna Christie," the steamy Swedish-born actress slumps into a chair in a waterfront saloon and utters the words, "Gif me a viskey. Ginger ale on the side. And don't be stingy, baby." Garbo's husky voice and Scandinavian accent save her from the fate of other, less dulcet, silent film stars.



**April 6:** Mohandas K. Gandhi arrives at Dandi, on the western coast of India, completing a "march to the sea" to harvest salt illegally from the ocean. The richly symbolic act protests British rule of the subcontinent by defying the British monopoly on salt production.

**June 12:** Max Schmeling of Germany wins the world heavyweight boxing title June 12 in New York after Jack Sharkey delivers a low blow in the fourth round. It is the first time the championship is decided on a foul.

**July:** Uruguay plays host to the first World Cup soccer tournament, with 13 nations participating. Some 90,000 fans cram into an unfinished stadium in Montevideo to watch the host nation beat Argentina 4-2. Uruguay celebrates by declaring a national holiday. Argentines stone the Uruguayan consulate in Buenos Aires.

**Sept. 14:** Adolf Hitler's National Socialist Party wins 6.6 million votes in national elections, taking 107 of 577 seats in the Reichstag to become Germany's second-largest party. The rest of Europe is alarmed by Hitler's fiery, expansionist rhetoric, but his followers are enraptured by his emphasis on national pride and his vitriolic hatred of Jews.

## 1931

**Jan. 8:** Pope Pius XI issues an encyclical denouncing trial marriages, all forms of birth control and divorce.

**March 3:** An act making "The Star-Spangled Banner" the national anthem is signed into law by President Hoover.

**March 31:** Knute Rockne, legendary Notre Dame football coach, dies in an airplane crash. Rockne, 43, is en route from Kansas City to Los Angeles when the plane crashes into Kansas farmlands. There are no survivors. Rockne's 13 years at the helm produce five unbeaten seasons for the Irish, and a record of 105 wins, 12 losses and five ties.

**May 1:** The Empire State Building opens on the site formerly occupied by the Waldorf-Astoria Hotel at Fifth Avenue and 34th Street. At 102 stories and 1,250 feet, it will be the tallest building in the world for more than 40 years.

**Oct. 24:** Chicago gang lord Al "Scarface" Capone is sentenced to 11 years in prison — for tax evasion. The sentence imposed by a federal court in Chicago is the stiffest ever handed out for tax evasion. Capone also is fined \$50,000 and ordered to pay \$137,328 in back taxes, as well as court costs.



Demoralized men wait in a San Francisco bread line.

## 'Buddy, can you spare a dime?'

As the Great Depression drags into its third full year in 1932, the statistics are as bleak as the faces of the people standing in bread lines across a demoralized nation.

The average weekly wage falls to \$17, down from \$28 in 1929. A total of 1,616 U.S. banks fail, nearly 20,000 businesses go bankrupt and the number of suicides is reported at 21,000. U.S. industrial production falls to a third of its 1929 total, and the gross national product drops to \$41 billion, just more than half of its 1929 level. U.S. car sales plummet to just more than 1 million, down from more than 5 million

in 1929. Sales of Ford passenger cars to farmers fall to 55,000, down from 650,000 in 1929. Ford cuts its work force from 170,502 to 46,282.

Nearly everyone is affected by the Depression, but the poorest Americans worst of all. "One vivid, gruesome moment of those dark days we shall never forget," writes author Louis V. Armstrong, describing a scene in Chicago in the spring of 1932. "We saw a crowd of some 50 men fighting over a barrel of garbage which had been set outside the back door of a restaurant. American citizens fighting for scraps of food like animals!"

## 1932

**Jan. 12:** Hattie Caraway of Arkansas becomes the first woman elected to the U.S. Senate. She is the winner of a special election to finish the term of her late husband, Thaddeus H. Caraway. In November, she is elected to a full term in the Senate and will serve through 1945.

**May 2:** "The Jack Benny Show," featuring the violinist-comedian, premieres on NBC. The show will run for 23 years on radio and an additional 10 on CBS television.

**March 3:** The 72nd Congress submits the 20th Amendment to the states for ratification by their legislatures. The amendment shortens the "lame duck" period for presidents by moving the inauguration from March 4 to Jan. 20.

**May 21:** Amelia Earhart lands in Northern Ireland, becoming the first woman to fly solo across the Atlantic. On Aug. 25, she completes the first nonstop transcontinental flight, from Los Angeles to Newark, N.J. It takes 19 hours, 5 minutes.

**July 7:** The Dow Jones Industrial Average dips to an all-time low of 41.22.

**July 28:** President Herbert Hoover calls out federal troops, commanded by Gen. Douglas MacArthur, to disperse protesters from a camp on Anacostia Flats in Washington, D.C. About 25,000 World War I veterans began to descend on the nation's capital in May to try to obtain "bonuses" authorized by the Adjustment Compensation Act of 1924 but not due until 1945. Hoping to claim about \$500 each, members of the "Bonus Army" camped out with wives and



PHILADELPHIA INQUIRER

## Lindbergh kidnapping

A criminal case that will grab the attention of Americans like few before or since begins the evening of March 1, 1932, at the Hopewell, N.J., home of Charles A. Lindbergh, whose solo flight across the Atlantic in 1927 elevated him to a status akin to royalty. When nurse Betty Gow goes to check on the 20-month-old son of Lindbergh and his wife, Anne Morrow, the child is not in his bed. Further investigation turns up a note near the nursery window demanding \$50,000, muddy footprints on the floor, a wooden ladder beneath the second-floor window and a carpenter's chisel.

More than 100,000 police officers and civilian volunteers are thrown into the search for the missing child. On May 12, the decomposed body of Charles Lindbergh Jr. is found in a wooded patch about a mile from the Lindbergh home. An autopsy shows the baby died of a fractured skull.

On April 3, 1936, a fugitive felon from Germany named Bruno Richard Hauptmann will die in the electric chair in Trenton, N.J., for the crime.

children in the city's parks, dumps, empty stores and warehouses. The soldiers use tanks, gas grenades, cavalry and infantry in a pitched battle with the squatters. The tent camp is burned, and at least one bonus marcher is killed.

**Sept. 1:** New York's playboy mayor, James J. "Jimmy" Walker, resigns during an investigation of corruption by a state legislative commission headed by Judge Samuel Seabury. No malfeasance or graft is proved against Walker, but many consider his resignation an admission of guilt.

**Nov. 8:** Americans, desperate for change, elect New York Gov. Franklin Delano Roosevelt president. When nominated in



Chicago as the Democratic candidate, Roosevelt declared in his acceptance speech, "I pledge you, I pledge myself, to a new deal for the American people." He promised relief for the millions of unemployed, a variety of public works projects to put people back to work, repeal of Prohibition, an overhaul of farm policies and reduction of tariffs.

**Dec. 4:** Walter Winchell, a New York Daily Mirror columnist, starts broadcasting a radio program Dec. 4. Winchell begins the show with, "Good evening, Mr. and Mrs. America and all the ships at sea."

## 1933

**May 27:** Dubbed the "Century of Progress," the 1933 Chicago World's Fair attracts 22 million visitors during its run from May 27 to Nov. 12.

Much of the fair's success is credited to fan dancer Sally Rand, who appears in the "Streets of Paris" attraction. Carrying feathery plumes or a giant opaque balloon, an apparently naked Rand sashays across the stage to Claude Debussy's "Clair de Lune," titillating the audience without ever showing more than her face, arms and legs.

**July 6:** Major League Baseball's first All-Star Game is played at Comiskey Park in Chicago. A two-run homer by Babe Ruth lifts the American League to a 4-2 win.

**July 14:** The National Socialists are declared the only legal political party in Germany. On July 26, the regime announces a program to perfect the "Aryan race" by sterilizing people deemed unworthy of breeding. In August comes official confirmation that thousands of Jews have been sent to concentration camps for such offenses as "consorting with German girls," and in October, Germany withdraws from the League of Nations, announcing its intention to rearm.

**July 22:** Public Enemy No. 1, George "Machine Gun" Kelly, captures headlines with the kidnapping of Oklahoma City oil millionaire Charles F. Urschel and the nationwide manhunt that follows. Kelly, sentenced to life in prison for the kidnapping, will die of a heart attack in the Leavenworth penitentiary on July 18, 1954, his 59th birthday. His wife and accomplice, Kathryn, will serve a lengthy sentence in federal prisons in Ohio and Michigan.

**Nov. 17:** The United States officially recognizes the communist government of the Soviet Union.

**Dec. 5:** Americans toast the end of Prohibition, when Utah becomes the 36th state to ratify the 21st Amendment to the Constitution. The 21st Amendment repeals the 18th, which took effect Jan. 16, 1920, prohibiting the manufacture and sale of liquor in the United States. Anheuser-Busch marks the occasion by dispatching its newly introduced team of Clydesdale horses to deliver a case of beer to President Franklin Roosevelt, who campaigned in 1932 for an end to Prohibition.



## Duo's crime spree ends

During a wave of criminality that sweeps the United States in the 1930s, few desperadoes cut a more swashbuckling legend than that of two Texans — Clyde Chestnut Barrow and his partner, lover and soul mate, Bonnie Parker (above).

Hardscrabble thieves and killers, Bonnie and Clyde conduct a two-year crime spree in Texas, Oklahoma, Missouri and Iowa. They and their accomplices rob small-town banks, gas stations and luncheonettes, never getting more than \$3,500 in a single heist. But they kill at least a dozen people, including nine lawmen.

The end comes the morning of May 23, 1934, on a country road near Sailes, Texas. FBI agents track the gang to a farm owned by the father of gang member Henry Methvin and lawmen stake out the road to the farm. Bonnie and Clyde drive into the trap and die in a fusillade of 167 bullets. Bonnie is found in the passenger seat, her body riddled, holding a sandwich, a pack of cigarettes and a machine gun. Clyde, barely recognizable, is slumped over the steering wheel, clutching a revolver. She is 23; he is 25.

Their bodies and their tan Ford V-8 sedan are put on display, and thousands of gawkers turn out.

## 1934

**May 28:** At a time when multiple births are rare, the Dionne quintuplets — Annette, Emilie, Yvonne, Marie and Cecile — are born in Northern Ontario. Their impoverished parents, Olivia and Elzire Dionne, already have six children. In 1935, the quintuplets will be removed from the parents' care and made wards of the state, ostensibly to prevent their exploitation. But the Ontario government will house the five girls in a specially built compound called Quintland, which will draw as many as 6,000 people a day and become Canada's biggest tourist attraction. In 1998, embarrassed by public criticism, the Ontario government will announce that it will pay \$2.8 million to compensate the surviving Dionne quintuplets for the exploitation they endured.

**Aug. 19:** Hitler, already chancellor, also becomes president and supreme commander of the armed forces. He retains the title Der Fuehrer (The Leader) and later predicts the Third Reich will last 1,000 years.



**Sept. 8:** The Morro Castle, a luxury liner that shuttles between New York and Havana, catches fire and turns into an inferno off Asbury Park, N.J. More than 130 people are killed.

**Oct. 16:** Mao Tse-tung, leader of the Chinese Communists, begins what will be called "The Long March," an epic year-long trek of 6,000 miles across 18 mountain ranges and six major rivers. With his base in Kiangsi Province nearly encircled by Nationalist Chinese troops led by Chiang Kai-shek, Mao leads his 90,000-strong army north to Yenan province. About 68,000 communist soldiers die along the way.

**Nov. 21:** America's "poor little rich girl," 10-year-old Gloria Laura Vanderbilt, finds a stable home with her paternal aunt, Gertrude Vanderbilt Whitney, after a sensational custody battle that happily distracts a Depression-torn country. "Little Gloria's" father, Reginald "Reggie" Claypoole Vanderbilt, died a year after her birth, leaving to her an untouchable trust fund of \$2.8 million and nothing to her mother, Gloria Mercedes Morgan. The basis of the custody suit, played out in New York, was the child's neglect by her mother and her mother's notorious affair with a female member of the British royal family.

The Past Century - Now it's available online.



# 1935-1939

M I L L E N N I U M N O T E B O O K

## 1937

## Earhart's flight of fancy

When pioneer aviator Amelia Earhart and navigator Fred Noonan take off from Oakland, Calif., on the morning of May 21, 1937, and head east in their Lockheed Electra on a globe-girdling flight along the equator, the nation is caught up in the impending adventure.

The trip is more than three-fourths completed when Earhart and Noonan land at Lae, New Guinea, on June 29. After several days of rest and a wait for fair weather, Earhart and Noonan take off for Howland Island... but they never show up. On July 2, a U.S. Coast Guard cutter stationed off Howland Island receives a transmission from the Electra advising that the island is not in sight and that fuel is running low. Then silence.

For two weeks, the world is gripped by suspense as a dozen ships and scores of aircraft comb the area near Howland Island. When the search is called off July 18, mourning is tentative, uncertain; and authorities are confounded.

What happened? Future years will yield many "explanations," many conflicting "eyewitness accounts" of executions on islands where Earhart and Noonan may have been captured by the Japanese. Rumors will arise that Earhart



Amelia Earhart poses with her Lockheed Electra 10E plane in 1936.

was on a secret spying mission on direct order from President Franklin D. Roosevelt, and that the Japanese were onto it and effected Earhart's capture. Romantic ru-

mors, too: Were Earhart and Noonan lovers? Other theories abound, some ludicrous, some provocative. It's a classic mystery that may someday be solved... or maybe not.



## 'Terror before the storm'

It starts with the hot, dry summer of 1931, followed by rainless, scorching summers throughout much of the decade. From Texas to the Dakotas, the flat, treeless country of the Great Plains — once bountiful with a hardy winter wheat called Turkey Red — resembles a lunar landscape. Howling prairie winds, whipping up the dust, displace millions of tons of topsoil as far as Chicago and San Francisco. About 100 million acres of the Southern Plains — a circle

encompassing the panhandles of Texas and Oklahoma, western Kansas and eastern Colorado and New Mexico — become a wasteland dubbed the Dust Bowl.

The worst of the dust storms comes on Black Sunday, April 14, 1935. About a quarter of the farm families abandon their homesteads, pile their belongings onto dilapidated jalopies and head toward California. The exodus will be chronicled in John Steinbeck's classic 1939 novel "The Grapes of Wrath."

## 'Lightning war'

A scant two decades after the guns fell silent to end the First World War, Europe is once again a field of battle. And Germany is once again a protagonist, attacking a poorly equipped Poland on Friday, Sept. 1, 1939, in a blitzkrieg — a lightning war. Back in March, Adolf Hitler arrogantly ignored the Munich agreements of 1938, in which he ceded all territorial claims in exchange for the Sudetenland of Czechoslovakia, by occupying Moravia and Bohemia. With Hitler's concurrence, Hungary annexes Carpathia-Ukraine, and Czechoslovakia ceases to exist. The stage is set for the invasion of Poland by a nonaggression pact between Germany and the Soviet Union, signed Aug. 23.

On Sunday, Sept. 3, Neville Chamberlain's British government sends an ultimatum to Hitler: Withdraw from Poland within two hours, or Britain and Germany will be at war. Hitler scoffs at the warning; and later that evening, Chamberlain tells the British people that a state of war exists with Germany. France's declaration comes two days later. Warsaw falls Sept. 27. Now the swastika waves on flagpoles in Vienna, Prague, and Warsaw, and World War II has begun.

**June 25:** President Roosevelt signs into law the Fair Labor Standards Act, which sets a minimum wage of 25 cents an hour, to rise to 40 cents by 1945, and a 40-hour workweek. It orders time and a half for overtime and ends the use of child labor.

**July 15:** A Manhattan ticker-tape parade welcomes Howard Hughes a day after the Houston-born millionaire aviator and his four-man crew establish a record for around-the-world flight. The 14,824-mile trip begins and ends at Brooklyn's Floyd Bennett Field and takes three days, 19 hours and 8 minutes.

**Sept. 2:** Adolph Hitler scores a great victory when, following a weeklong four-power conference in Munich, he and Italian dictator Benito Mussolini gain concessions from British Prime Minister Neville Chamberlain and Premier Edouard Daladier of France. After the "peaceful" agreement returns the Sudetenland from Czechoslovakia to Germany, Chamberlain goes home to assure England of "peace in our time."

**Sept. 21:** A hurricane roars ashore with little warning, striking Long Island and much of New England. The storm takes an estimated 680 lives.

**Jan. 2:** Pittsburgh banker and investor Andrew Mellon discloses in letters to the Roosevelt administration that he is giving his art collection to the nation, along with a \$9 million National Gallery to house it.

**Jan. 20:** President Roosevelt is sworn in for a second term in the first inauguration held Jan. 20 instead of March 4.

**Feb. 1:** Thirteen "enemies of the people," i.e., political enemies of Soviet dictator Josef Stalin, are executed in Moscow following the latest in a series of "show trials."

**Feb. 11:** A strike of General Motors auto plants ends after 44 days when GM management delivers a \$25 million pay increase for 225,000 workers. The strike badly crippled production and was marked by riots and the use of federal troops to restore order.

**March 18:** The worst school disaster in U.S. history occurs in New London, Texas. A waste-gas pipeline explodes beneath the New London Consolidated School, and the ensuing fire destroys the structure before anyone can escape. Most of the 294 people killed are children, but all of the teachers also lose their lives.

**April 26:** German bombers, used on behalf of the fascists in the Spanish Civil War, devastate the town of Guernica, near Bilbao, killing hundreds of people, mostly civilians. The atrocity inspires Pablo Picasso to paint "Guernica," depicting the horrors of war.

**May 6:** The German dirigible Hindenburg, considered the crowning achievement of the Third Reich, bursts into flames at the naval air station in Lakehurst, N.J. Of the Hindenburg's 97 passengers and crew, 36 are killed and most of the others injured. Radio reporter Herbert Morrison's eyewitness account, with the plaintive cry, "Oh, the humanity," becomes the first recorded news report to be broadcast nationally by the NBC radio network.

**May 27:** San Francisco's Golden Gate Bridge, proclaimed as the "eighth wonder of the world," is officially opened; 200,000 pedestrians cross it on opening day.



SAN FRANCISCO VISITORS AND CONVENTION BUREAU

**June 5:** By winning the Belmont Stakes, War Admiral becomes the fourth winner of horse racing's Triple Crown, having triumphed earlier in the Kentucky Derby and Preakness Stakes.

**June 22:** Joe Louis, the 23-year-old "Brown Bomber" from Detroit, wrests the heavyweight boxing title from Jim Braddock, winning by a knockout over the 31-year-old defending champion in Chicago. Louis will hold the title for 12 years.

**Aug. 8:** As war between China and Japan heats up, Peking falls to the Japanese invaders and army rule is established. In the wake of Japanese warnings of attacks on Shanghai, U.S. women and children are evacuated from Shanghai just before it is bombed.

**Sept. 5:** Adolf Hitler arrives in Nuremberg for the opening of the National Socialist Congress, touching off the largest display of Nazi power to date.

**Dec. 25:** Walt Disney's "Snow White and the Seven Dwarfs," the first full-length animated cartoon, opens.

## 1938

**Feb. 24:** A toothbrush developed by DuPont Co. becomes the first nylon-based product to be marketed.

**May 26:** Congress establishes the House Committee on Un-American Activities to investigate communist, fascist, Nazi and other hostile organizations.

## 1935

**July 5:** As part of his New Deal program aimed at weaving an economic safety net for a traumatized nation, President Franklin Delano Roosevelt signs the National Labor Relations Act, affirming the right of employees to join labor organizations and establishing a board that has the power to investigate unfair employment practices. On Aug. 14, Congress approves the Social Security Act, establishing the nation's first system of old-age annuities and unemployment insurance benefits.

**Sept. 8:** The flamboyant political career of Louisiana Gov. Huey "Kingfish" Pierce Long (left), a populist loved and hated in equal degree who amassed virtually dictatorial power, is ended by an assassin's bullet in a hallway of the State Capitol in Baton Rouge. His attacker, Dr. Carl Weiss, leader of an anti-Long faction, is killed by the senator's bodyguards.

**Sept. 15:** Adolf Hitler signs the Nuremberg Laws rescinding the civil rights of Germany's 600,000 Jews, the first stage of his "final solution" to rid Europe of all Jews.

**Nov. 7:** Texas law enforcement officials say that motorized cattle rustling has surpassed the efficiency of Wild West rustlers who used horses.

## 1936

**Jan. 11:** Major League Baseball's Hall of Fame is established in Cooperstown, N.Y., where, according to legend, young Abner Doubleday "invented" the game in 1839. In the first annual balloting by the Baseball Writers of America, five players — Babe Ruth, Ty Cobb, Honus Wagner, Christy Mathewson and Walter Johnson — receive vote totals that ensure their enshrinement.

**March 7:** After Adolf Hitler's denunciation of the 1925 Treaty of Locarno, his Nazi troops occupy the Rhineland and meet no resistance.

**April 5-6:** The most destructive tornado in modern times rips through Georgia and Mississippi, leaving 658 dead.

**Nov. 4:** President Roosevelt is re-elected by a landslide, defeating Republican Alfred M. Landon. The newly elected 75th Congress will be 80 percent Democratic, marking the zenith of power for the Democratic Party.

**June 5:** Boulder Dam (later renamed Hoover Dam) on the Colorado River at the Arizona-Nevada border is officially completed.

**July 18:** Civil war erupts in Spain as army commanders in Morocco and later in other Spanish-held territories begin a revolt against the weak government in Madrid. Within Spain, Francisco Franco takes command of the Falangists (Spanish fascists) in armed opposition to the Loyalists. The Spanish Civil War becomes a glorious liberal cause for many young Americans who go to Spain to aid the Loyalists against the fascists.

**Sept. 1:** Cunard's Queen Mary, the largest liner afloat, completes its maiden voyage from England to New York.

**Oct. 25:** Adolf Hitler and Italian dictator Benito Mussolini sign the accord known as the "Rome-Berlin axis." Concurrently, Germany's Josef Goebbels initiates a propaganda campaign against Czechoslovakia.

**Nov. 23:** Henry R. Luce, already the publisher of Time and Fortune, introduces Life as a weekly newsmagazine with a strong visual quotient. The first issue features a cover photograph by Margaret Bourke-White of construction of the Fort Peck Dam on the Missouri River in Montana.

**Dec. 11:** The 325-day reign of England's new king, Edward VIII, Prince of Wales, comes to an end when he renounces his throne in favor of "the woman I love," American divorcee Wallace Simpson, rocking the British Empire but mesmerizing romantics the world over. Members of the Cabinet refuse to support the king because the marriage would be incompatible with his position as head of the Church of England. Edward's brother, the Duke of York, is immediately solemnized as George VI.

## BIRTHS

Elvis Presley, the "king" of rock 'n' roll, 1/8/35  
Loretta Lynn, country singer, 4/14/35  
Woody Allen, filmmaker, 12/1/35  
Zubin Mehta, conductor, 4/29/36  
Wilt Chamberlain, basketball great, 8/21/36  
Jim Henson, puppeteer, 9/24/36  
Colin Powell, military leader, 4/5/37  
Jack Nicholson, actor, 4/22/37  
Saddam Hussein, Iraqi leader, 4/28/37  
Bill Cosby, comedian, 7/12/37  
Jane Fonda, actress, 12/21/37  
Rudolf Nureyev, dancer, 3/17/38  
Ralph Lauren, designer, 10/14/39



## PASSAGES

### T.E. Lawrence

The famed "Lawrence of Arabia," who led the Arab revolt against the Turks during World War I, dies May 19, 1935, of injuries sustained in a motorcycle accident in England.

### Jean Harlow

The 26-year-old Hollywood sex goddess dies of uremic poisoning after a year of poor health. Shooting is stopped on "Saragatoga," which Harlow has been filming with co-star Clark Gable. The studio announces plans to re-shoot Harlow's scenes with another actress, but a public outcry to see her last picture prods the studio to salvage the half-completed project.

## ENTERTAINMENT



NEW LINE CINEMA

## The cinema's best year

The nation's 80 million filmgoers in 1939 cannot be aware that they are experiencing what may be the greatest of all years for films. Bookends are two pictures solely credited to Victor Fleming, although he was a part-time director for each — "The Wizard of Oz," MGM's splendidly produced version of a children's classic, and "Gone With the Wind," David O. Selznick's treatment of Margaret Mitchell's historic bestseller, with Vivien Leigh as Scarlett O'Hara and Clark Gable as Rhett Butler (above). No fewer than two dozen films from this year are destined for classic status.

## Heroes in tights

The man of steel from the planet Krypton makes his comic-book debut in the June 1938 issue of Action Comics. Superman is the brainchild of two 24-year-old cartoonists, Jerry Siegel and Joseph Shuster. "Mild-mannered reporter" Clark Kent is able to transform himself into Superman by ducking into a phone booth and then bounding about in blue tights and a red cape fighting for "truth, justice and the American way." The following year, an 18-year-old graphics artist named Bob Kane unleashes Batman on the pages of Detective Comics. Soon joined by Robin, the Boy Wonder, the Caped Crusader will do battle against a motley crew of archfiends in Gotham City.

## 'War of the Worlds'

Mercury Theater on the Air presents on the CBS radio network an adaptation of H.G. Wells' "The War of the Worlds," Oct. 30, 1938. The dramatization by 23-year-old Orson Welles of an invasion by space creatures at Groves Mills, N.J., is intended as a Halloween prank. But it is so realistic that it incites one of the oddest mass panics in history. Hundreds of New Yorkers rush out their doors with handkerchiefs over their mouths to guard against Martian gas. Telephone lines are jammed as people seek news of the "invasion," and motorists clog the roads in a flight to the countryside. Such a furor ensues that the federal government takes steps to ensure that no such program could be broadcast again without making certain the listeners will understand it is fiction.

## TRANSPORTATION

### The 'people's car'

The Volkswagen, or "people's car," is introduced in February in Germany. Built from a design by Ferdinand Porsche, the simple, inexpensive automobile is Adolf Hitler's answer to Henry Ford's Model T. Germany will begin mass-producing the bubble-shaped, rear-engine vehicle in 1937.

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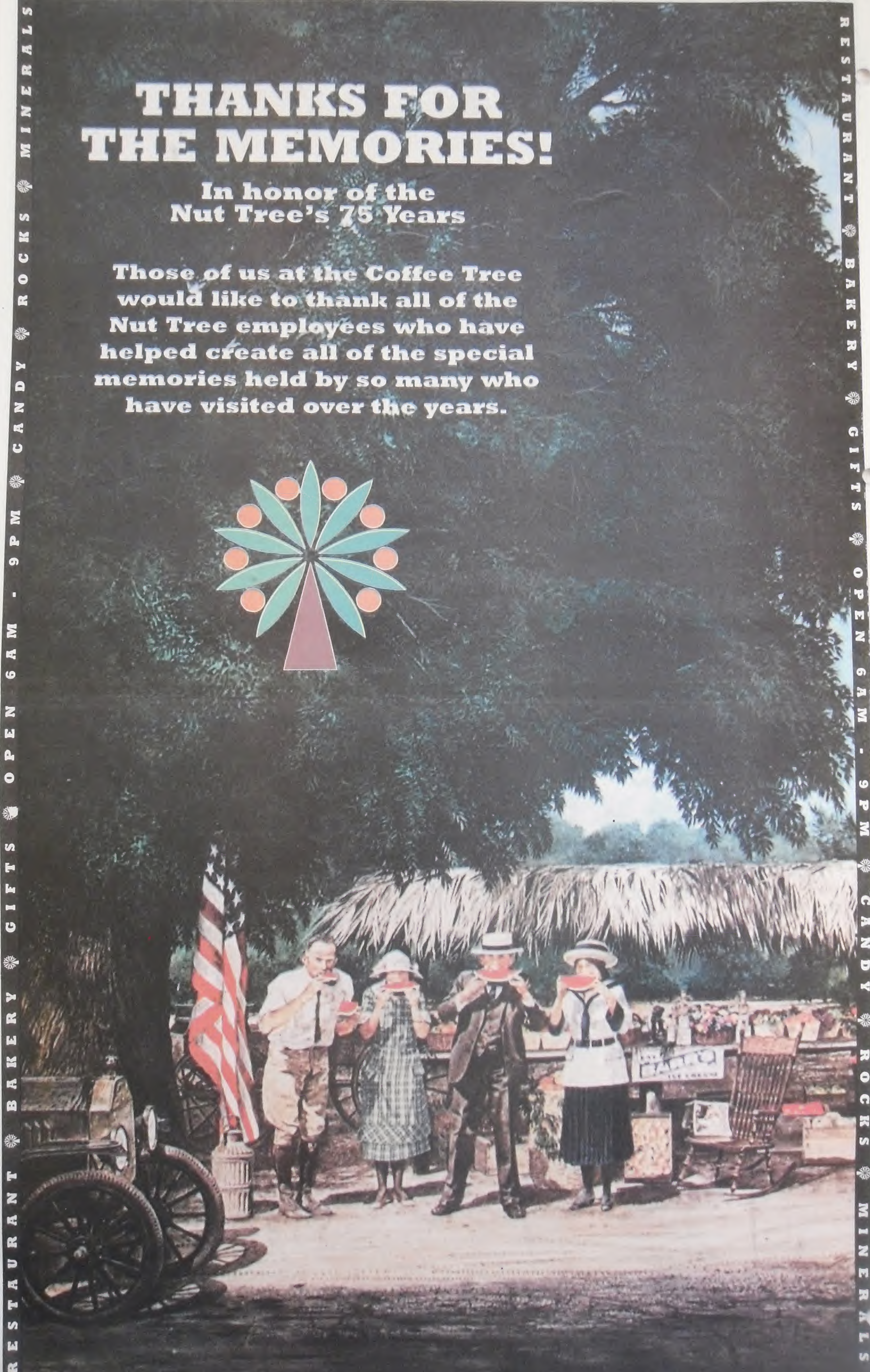
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